

LIFE



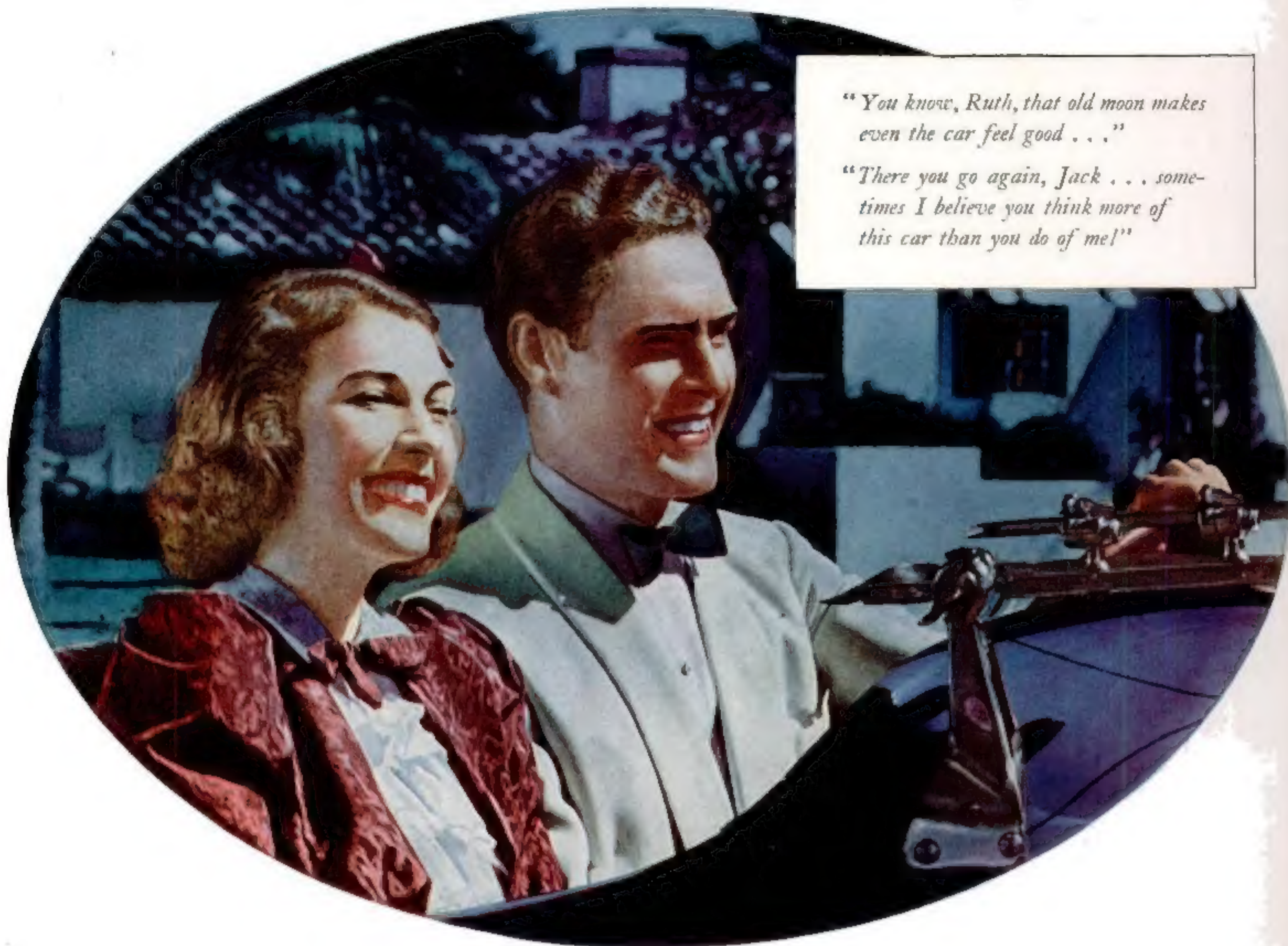
DIANA BARRYMORE

JULY 31, 1939

10 CENTS

"You know, Ruth, that old moon makes even the car feel good . . ."

"There you go again, Jack . . . sometimes I believe you think more of this car than you do of me!"



CAN A MAN FALL IN LOVE WITH HIS CAR?

IT'S REALLY nothing for the girls to worry about, but a sweet-running motor does arouse something very much like affection in a man . . . the same kind of feeling he has for his pet putter, fishing rod or gun.

And you can be sure that a sluggish, noisy, indifferent motor can affect his disposition for the worse, too. So here's a simple fact that will help *your* man keep on good terms with his car:

The better the gasoline—the better the car will run!

Why? Because under the hood of a modern car is a device that is as important as your throttle or gear-

shift . . . the spark adjustment. It controls engine performance.

When a mechanic tunes up your engine, the closer he advances the spark to the point of top performance, the more power you get. But he can't advance it any farther than the anti-knock quality of the gasoline you use permits. If he does, a "knock" or "ping" will develop that *loses* power and economy.

Since there are different grades of gasoline sold today, your engine has different grades of performance as shown below:

YOU HAVE THESE 3 CHOICES OF CAR PERFORMANCE



BEST PERFORMANCE—with gasoline marked "Ethyl" on the pump or globe. It is highest in anti-knock and all-round quality. Contains enough tetraethyl lead so that your engine's spark can be *advanced* closest to the point of maximum power and economy without "knock" or "ping."



GOOD PERFORMANCE—with "regular" gasoline, which permits the spark to be considerably advanced without "knock" or "ping." Most "regular" gasolines now contain tetraethyl lead to improve anti-knock quality, as shown by the "Lead" signs on the pumps.

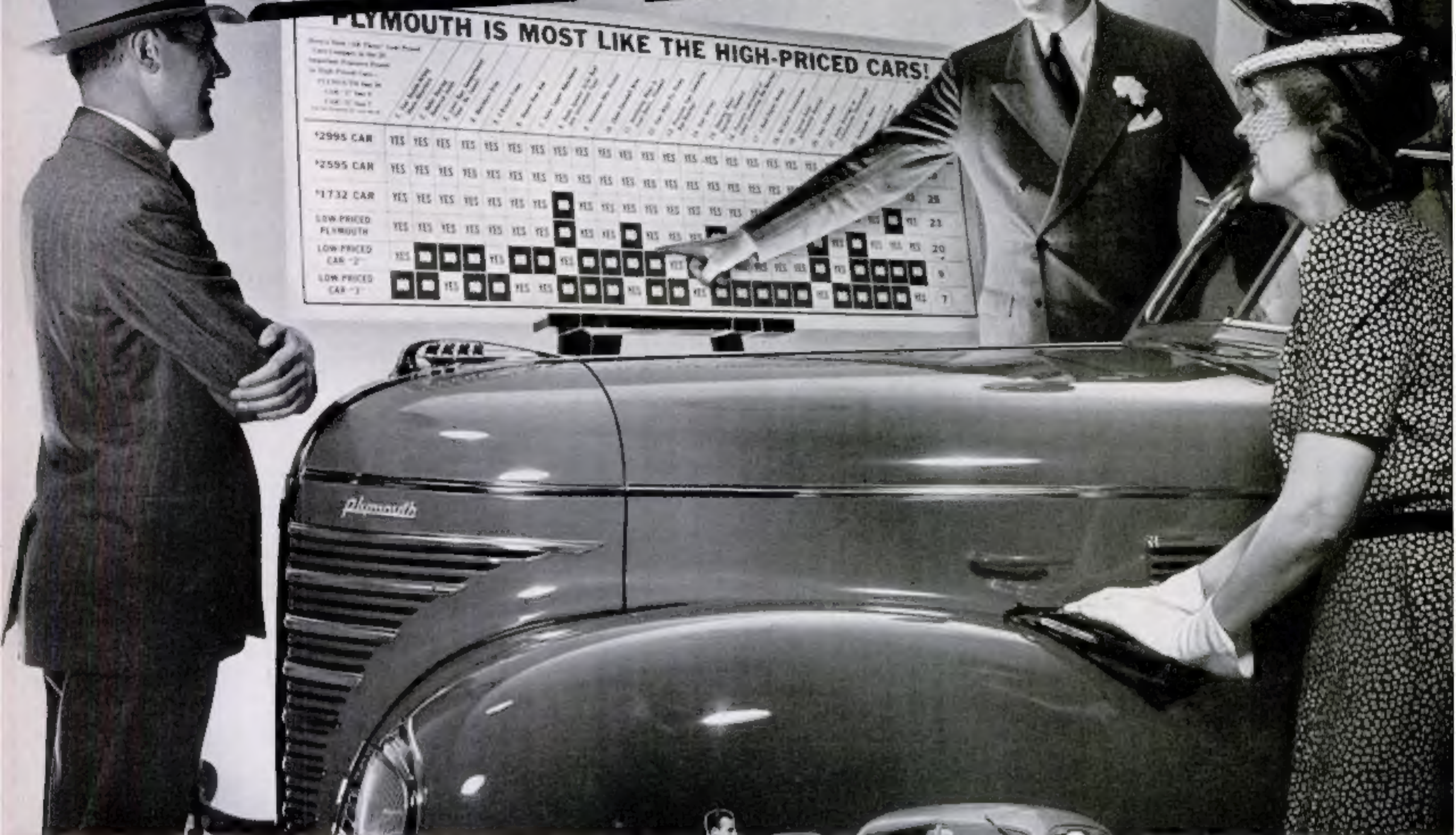


POOR PERFORMANCE—with low-grade gasoline, poor in anti-knock quality. With low-grade gasoline in a modern car, the engine's spark must be *retarded*—which means *loss* of power and economy.

COPYRIGHT 1939, ETHYL GASOLINE CORPORATION

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline

CHOOSE FROM THE QUALITY CHART

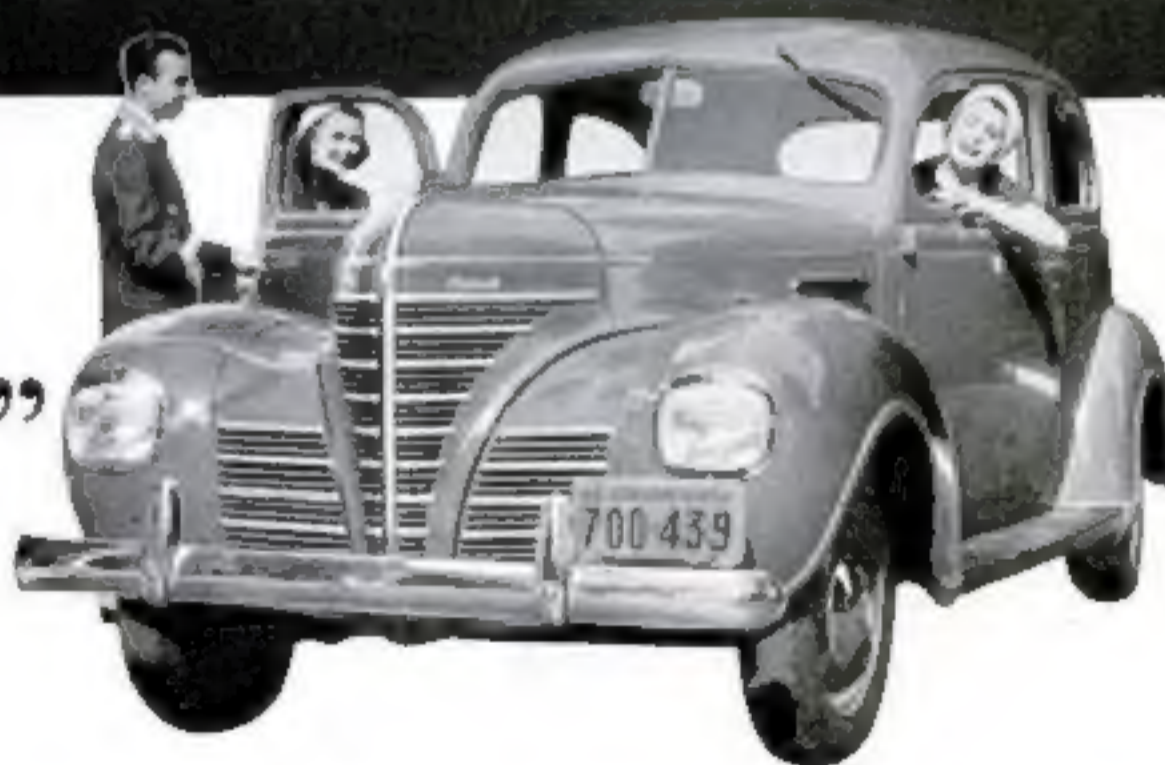


PLYMOUTH IS MOST LIKE THE HIGH-PRICED CARS!

Source: New York Times, 1935. Based on 25 quality features found in 1935 cars. Plymouth is the only car to have 20 of these features.

Feature	2995 CAR	2595 CAR	1732 CAR	LOW PRICED PLYMOUTH	LOW PRICED CAR "2"	LOW PRICED CAR "3"
1. Power Windows	YES	YES	YES	YES	YES	YES
2. Power Seats	YES	YES	YES	YES	YES	YES
3. Power Locks	YES	YES	YES	YES	YES	YES
4. Power Mirrors	YES	YES	YES	YES	YES	YES
5. Power Steering	YES	YES	YES	YES	YES	YES
6. Power Brakes	YES	YES	YES	YES	YES	YES
7. Power Horn	YES	YES	YES	YES	YES	YES
8. Power Door Locks	YES	YES	YES	YES	YES	YES
9. Power Windows	YES	YES	YES	YES	YES	YES
10. Power Seats	YES	YES	YES	YES	YES	YES
11. Power Locks	YES	YES	YES	YES	YES	YES
12. Power Mirrors	YES	YES	YES	YES	YES	YES
13. Power Steering	YES	YES	YES	YES	YES	YES
14. Power Brakes	YES	YES	YES	YES	YES	YES
15. Power Horn	YES	YES	YES	YES	YES	YES
16. Power Door Locks	YES	YES	YES	YES	YES	YES
17. Power Windows	YES	YES	YES	YES	YES	YES
18. Power Seats	YES	YES	YES	YES	YES	YES
19. Power Locks	YES	YES	YES	YES	YES	YES
20. Power Mirrors	YES	YES	YES	YES	YES	YES
21. Power Steering	YES	YES	YES	YES	YES	YES
22. Power Brakes	YES	YES	YES	YES	YES	YES
23. Power Horn	YES	YES	YES	YES	YES	YES
24. Power Door Locks	YES	YES	YES	YES	YES	YES
25. Power Windows	YES	YES	YES	YES	YES	YES

THE EASY WAY TO GET
VALUE FACTS OF "ALL THREE"
LOW-PRICED CARS!



**OF 25 IMPORTANT
FEATURES FOUND
IN MOST
HIGH-PRICED CARS**

YOU'LL BE ASTONISHED at what the Quality Chart reveals about "All Three." It *proves* that Plymouth is the leader in quality...that no other low-priced car has so many of the 25 big features found in most high-priced cars.

Manufacturers can be expected to put the highest quality engineering, the finest features, into their *highest-priced* cars. And while these high-priced cars are not identical, they *do* resemble each other on 25 important quality features.

Of these 25 big features, the Plymouth "Roadking" has 20...the Plymouth "De Luxe," 24. In fact, Plymouth has *twice as many* of these quality features as its nearest rival in the low-price field.

And Plymouth is by far the biggest, roomiest of "All Three"...5 inches longer than one; 6 inches longer than the other.

See the famous "All Three" chart before you buy *any* car. And by all means *drive* Plymouth...it's the one *low-priced* car most like *high-priced* cars.

COUPES START AT
\$645
SEDANS START AT
\$685

—DELIVERED IN DETROIT. Prices include all federal taxes; transportation and state, local taxes, if any, not included.

EASY TO BUY. Trade now. Your present car will probably cover a large part of Plymouth's low delivered price—with the balance in low monthly installments. See your Plymouth dealer! **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**

TUNE IN MAJOR BOWES' AMATEUR HOUR, COLUMBIA NETWORK, THURS., 9 TO 10 P.M., E.D.S.T.

*Plymouth has 20—
Car "2" has 9—Car "3" has 7—*

**PLYMOUTH BUILDS
GREAT CARS**



1
Frieda Inescort, featured in the Republic picture, "The Zero Hour", marvels at . . .



2
. . . the age of this stone cat, recently discovered in Egypt. It is 3000 years old. But that's young compared to . . .



. . . old Brontosaurus, the dinosaur who roamed the earth many millions of years ago. Now think of this. The crude oils used in refining Sinclair Opaline Motor Oil were formed millions of years even before Brontosaurus was born. Oldest crudes plus . . .



4
. . . expert refining are the reasons why Sinclair Opaline Motor Oil lasts so long it saves you money. Ask for Sinclair Opaline Motor Oil.

LETTERS TO THE EDITORS

Triple Oomph

Sirs:

Three cheers for the Oomph Girl—yours, *Look's* and *Collier's*—all in one week! Okay, I'm convinced. This Ann Sheridan certainly must have oomph to win the attention of three such important magazines in issues which hit the newsstands at the same time.

Obviously Miss Sheridan is a national event of the first importance. What I can't understand is how several other magazines which I looked at missed out on such big news.

HERBERT WARFIELD

New York, N. Y.

● By making three national magazines in one week, Oomph Girl Sheridan has probably set a record for simultaneous publicity.—ED.

Pope would not grant him a divorce from Catherine of Aragon. Henry's Parliament ended the Pope's authority and made Henry head of the English Church. In referring to "the Catholic Church" *LIFE* was, of course, referring to the Roman Catholic Church.

To a Roman Catholic, Mr. Burger's contention that the Church of Rome seceded from the Church of England is like saying that the British Empire declared its independence of the American colonies in 1776 or that the North seceded from the South in 1860.—ED.

Nijinsky's Friend

Sirs:

I was greatly interested in your article regarding Vaslav Nijinsky, for I knew



OOMPH GIRL ANN SHERIDAN IN LIFE, LOOK, COLLIER'S

Lord Halifax and the Catholics

Sirs:

Of the present Lord Halifax you say (*LIFE*, July 17): "His father was the supercilious 'first layman of the Church of England' who tried all his life to bring the High Church Episcopalians into the Catholic Church."

Now it's hot down here, and most of my time and energies are devoted to food, tea, fig ice cream and mint juleps, but I feel it a social obligation to point out to you what nearly everybody else already knows.

1. Lords Halifax I and II, and all Episcopalians, "High Church," "Low Church," or whatever other designation you choose to confer, all are members of the Catholic Church by virtue of baptism in the Anglican Communion.

2. If you mean Lord Halifax I tried to lead Anglo-Catholics into the Church of Rome, you are even more amazingly befuddled. His efforts might more accurately be described as an effort to lead the Church of Rome back into the Holy Catholic Church, for he was concerned wholly with healing the breach between Rome and Canterbury, created by the Pope during the reign of Queen Elizabeth, but he showed at no time any intention of giving in to Roman claims.

This is really all I have time for.

NASH BURGER

St. Christopher's School
Richmond, Va.

● The breach between the Roman Catholic Church and the Church of England was created by Henry VIII because the

him well and for nine months was with him in his padded room for several hours daily while his man went out, in fact for nearly two years signed all the checks for his care. The money from an interested French Senator passed through my hands, and it was his rather sudden death that finally put Vaslav in the sanatorium in Zurich.

From the photos in *LIFE*, I see that physically Vaslav has changed but little. Though he has often showed interest in certain things, his great mental improvement is shown by his awakened expression as he watches with such genuine amusement the pose of *Lif*er. Nijinsky had a great sense of humor, and many times his eyes have twinkled as I played amusing jazz records on the phonograph. Unfortunately I cannot give for publication this little known chapter in the life of Nijinsky (Romola did not mention it in her book). I used to feel that Vaslav was the only really "sane" person in the atmosphere that surrounded him in Paris.

MME. FLORENCE STRUVE

New York, N. Y.

"Little Lassies"

Sirs:

After the nauseatingly familiar "raw meat" photos of female legs, torsos, thighs and bosoms, what a refreshing relief to come upon those fine little Salvation Army lassies in your issue of July 3. Faces minus mascara, lip stick, "centipede" demountable eyelashes and other throwbacks to savagery! Sensible and decently garbed, too, like real human beings instead of "sand sirens", gin

YOUR ADDRESS?

IS the address to which this copy of *LIFE* was mailed correct for all near future issues? If not, please fill in this coupon and mail it to *LIFE*, 330 E. 22nd Street, Chicago, Illinois.

Effective _____ my mailing address for *LIFE* will be:

DATE

NEW ADDRESS

Name _____ PLEASE PRINT

Address _____

City _____ State _____

OLD ADDRESS

Address _____

City _____ State _____

glamor (?) gals, over-sexy "sophisticates" and infantile exhibitionists! And that Army "boy meets girl" couple who could actually refrain from necking in public, unlike the "co-eds" and other youth you have so often depicted displaying their biologic compulsions with all the unlovely abandon of alley cats!

E. MILLS

San Francisco, Calif.

"Unjustified Criticism"

Sirs:

I should like to draw your attention to a type of news reporting not generally associated with your usually veracious magazine.

On page 69 of your issue of June 30 you show what purports to be a "gate crasher" who, one is led to believe, spent a night in one of the sleeping compartments of the London Midland and Scottish Railway's Coronation Scot train at the World's Fair, whereas, of course, nothing of the sort took place.

Though I appreciate that the thoughtful reader will realize that a flashlight picture taken at night in a train stationed at the World's Fair grounds is hardly an event to be "overlooked by the guard" and would, therefore, know that the picture is what you would call a gag picture, a great many readers are not so thoughtful, and your statement, therefore, is a totally unjustified criticism of the staff we have on duty at the train.

It is on behalf of the staff through whose courtesy your reporter and photographer visited the Coronation Scot that I feel impelled to write you regarding this glaring inaccuracy.

C. M. TURNER

General Traffic Manager

Associated British and Irish Railways, Inc.
New York, N. Y.

Japan

Sirs:

Congratulations on your interesting and educational article on Japan in the July 10 issue. It gave the public a true vision of Japan as it is and feels today.

BOB ANDERSON

Berkeley, Calif.

Sirs:

As a Caspar Milquetoastish sort of person, I don't like to give offense to anyone, even the Japanese, but what am I to do? Do I have to save the July 10 issue all the rest of my life to avert throwing away the Emperor's picture, or could I get a Shinto priest to bury it for me?

J. N. HADLEY

Gallup, New Mex.



HIROHITO (LEFT) & COACHMEN

Sirs:

You state that nobody is permitted to look down on the Emperor of Japan. How about the rear coachmen on page 49?

DAVID W. GOW

South Wales, N. Y.

Japanese say that an exception is made for the coachmen since they are personal attendants of the Emperor and high noblemen. John Gunther, in *Inside Asia*, relates that the tower of the new police building in Tokyo has never been

completed because it was discovered that its windows would look down on the Imperial gardens.—ED.

Crawfish Boiled

Sirs:

Hot dog! I wish that I lived as the American bullfrog in your issue of July 10. All that he has to do is to sit on the bank of his favorite stream and scoop up the boiled crawfish that float by him.

Most of the crawfitties in Jersey are in possession of a beautiful brownish green paint job on their exoskeleton (body to you).

STEPHEN PHINNEY

Princeton, N. J.

Sirs:

Does your painter feed his wild crustaceans on boiled or cooked crawfish? Crawfish, like lobsters and crayfish, do not become red of shell until they're cooked. Alive they are greenish-blue in color. Your American green-and-black spotted bullfrog is seen gorging a cooked crawfish.

FREEMAN LLOYD

Oscawana, N. Y.

● Artist Claude Peacock replies: "Some crawfish are red though most of them are dark. As green was the predominant color in the pictures I put in a red crawfish to break the monotony." LIFE would add that red crawfish are extremely rare.

Reader Lloyd should watch his biological terms as well as colors. Crawfish, like lobsters and shrimp, are crustaceans. Frogs are batrachians.—ED.

"Rick"

Sirs:

All praise to Writers Wickware & Murphy and to the researchers who assembled the pictures for the warm, penetrating Rickenbacker take-out (LIFE, July 10).

It was one of the best pieces ever, a rich picture of one of the foremost men of our time.

RAY BROCK

New York, N. Y.

Drooling?

Sirs:

In your July 17 issue are pictures of the English Princesses a-swimming. The second picture's caption somehow got me. It said in part: "Elizabeth wore a red swim suit, Margaret wore green." The whole series is inane, but that particular morsel of information for a gaping world reaches a new high in inanity. Just to think I waited all week till Friday to learn that "Elizabeth wore a red swim suit, (and) Margaret wore green." (I've put in the "and" so I can sing it to the tune of "the Wearing of the Green.") Now it keeps running in my head.

It's the first time I've ever caught LIFE drooling and am I glad—Naaah-Yaaah!

RONALD CUTTER

Gadsden, Ala.

"Her Royal Highness"

Sirs:

In the issue for July 10, the Duke and Duchess of Windsor are referred to as "Their Royal Highnesses." Though this title belongs to the Duke, his Duchess may not be called "Her Royal Highness."

W. W. STRUTHERS

Toronto, Ontario

● It is true that officially the Duchess of Windsor is not "Her Royal Highness." But LIFE followed the advice which King George is said to have given another visitor of the Windsors. The King reputedly asked this lady whether she planned to give the Duchess a curtsy, a gesture reserved for royalty. The lady said she did not know. "You had better," advised the King, "or you won't be invited back."—ED.

FATHER SECURES OWN FUTURE, AND HIS FAMILY'S—WITH \$200-A-MONTH INCOMES



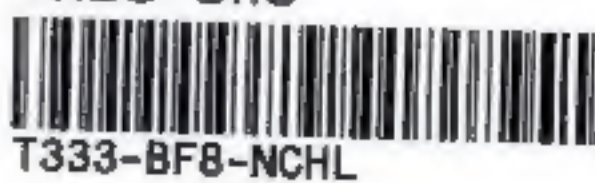
Now this father is just 35, tied down to an average sort of job and earning only a moderate salary. He has a wife and two young children to support, and not much in the bank. But he doesn't have to fear the future—the new Complete Protection Plan, into which he puts part of his savings, will take care of everything. When he reaches 60 he can close his desk and retire on \$200 a month . . . devote long, happy years to the garden he loves. And he has the satisfaction of knowing that his own early death wouldn't leave his family in the lurch. The Complete Protection Plan would give them \$200 every month for 20 years . . . then, when the children were well started in life, his wife would have a comfortable retirement fund. The Plan is backed by a 72-year-old institution with over \$300,000,000 in assets. For full details, just send your name and address on a postcard to The Union Central Life Insurance Company, Dept. B-4, Cincinnati, Ohio.



Copyright 1939 by The Union Central Life Insurance Co.

THE UNION CENTRAL LIFE INSURANCE CO.

This One



SPEAKING OF PICTURES . . .



© 1939, THE CONDE NAST PUBLICATIONS

A Central Park rowboat, filled with seven leading 1939-40 debs, made a romantic prop for this fashion photograph in *Vogue*. Seated (left to right) are Colette Gay, Mary Steele,

Elizabeth Gibson, Rosamund Reed, Marjorie Flagg, Margaret Harper and Mary Filley. Debutantes also like to be photographed on old bicycles and in haystacks. The first

recognized Glamor Deb was Eleanor ("Cookie") Young in 1936-37. She was succeeded by Gloria ("Mimi") Baker (1937-38) and by Brenda Diana Duff Frazier (1938-39).



Dolly von Stade, 17, daughter of polo-playing F. (Skiddy) von Stade of Westbury, N. Y., likes to hunt at the Aiken, S.C., hunt.



Marjorie Flagg, 17, also of Westbury, was graduated from Miss Porter's School last year and has just finished a year's study in Paris.



Joan Townsend of Greenwich, Conn., besides enjoying tennis, is a good yachtsman. She is now traveling abroad with her family.



Lois Warner, 17, is the daughter of Eltinge Warner, New York society sportsman and crack shot. She enters Bryn Mawr this fall.

... THIS IS A PREVIEW OF THE 1940 DEBS



1939'S BRENDA FRAZIER

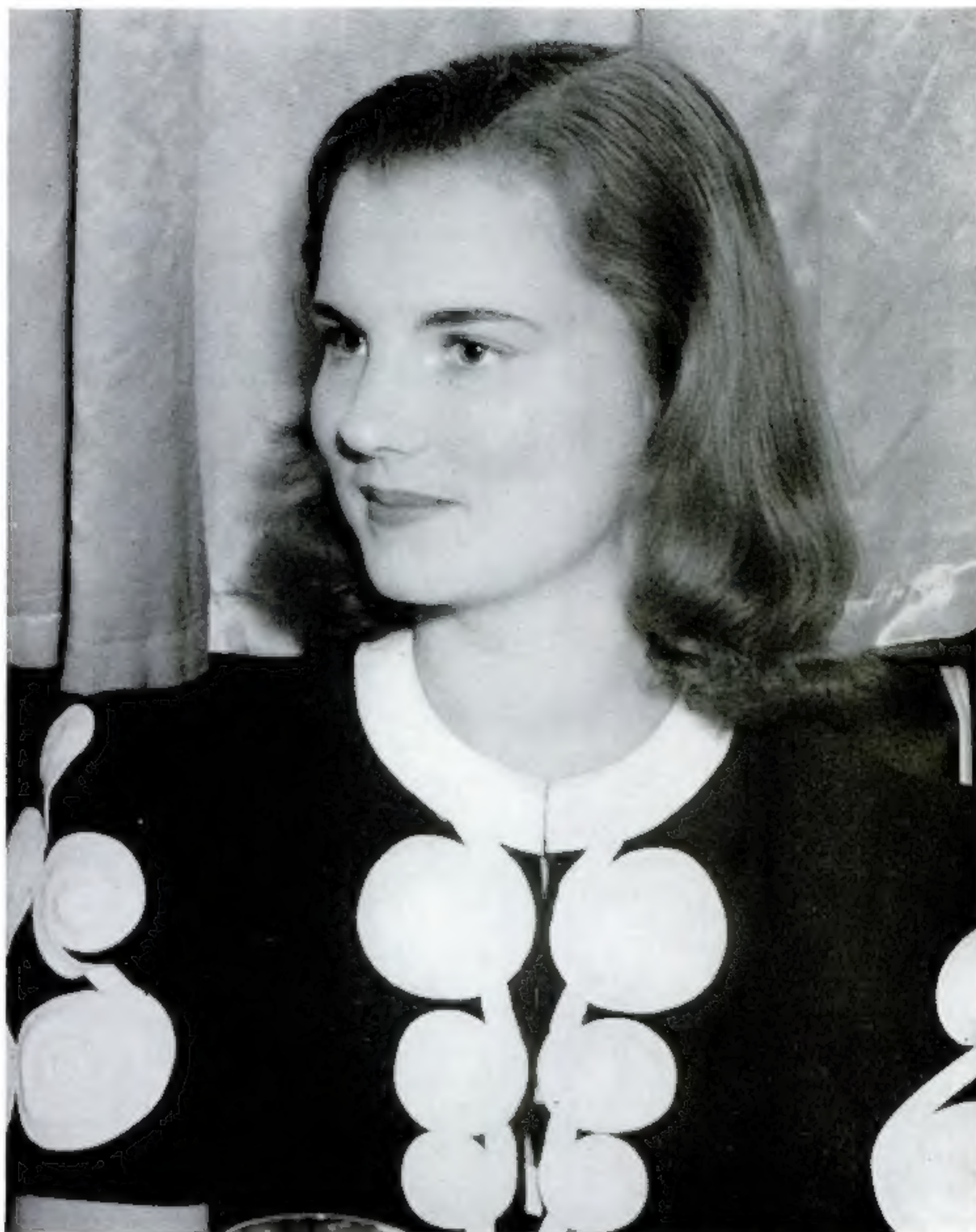
These young 24-carat socialites are some of the leading debutantes of the new 1939-40 season. At a cost varying between \$1,000 and \$50,000 for the year, they are about to show that the social graces they have learned at finishing school and in trips abroad have not been in vain. None is older than 18.

They differ from other young girls chiefly in a superficial air of worldliness and an ability to speak foreign languages and ride horseback well.

By the end of the season, however, one of these girls is likely to find that by some strange social alchemy she has been transformed into a national Glamor Girl. Born with good looks, ample means and a sturdy ancestral pedigree, she will, with the help of press agents and perhaps ambitious parents, fall heir to the crown worn last year by the unforgettable Brenda Frazier (*inset*). Pre-season favorite for this role, which makes the daily doings of a mere society girl the public concern of a nation, is Mary Steele (*right*).

Public glamorization of the deb is recent and revolutionary. In the 1920's debs were older and before they came out they were kept pretty much at home. Deb parties were held without much fanfare, and a deb's best fun was had in relative seclusion at college proms, theater parties, country-club dances.

Now the deb spends as much time in night clubs as at private parties. Prompted by publicity-wise social secretaries, she has made herself conspicuous and become fair game for the press. By prowling night clubs at an early age, she has become a press agent's dream. And by throwing over traditional college-boy escorts for glamorous movie celebrities and men-about-town, she has become a headliner herself.



Leading Glamor Girl contender for 1940 is chubby, blonde Mary Steele, 17, daughter of Mrs. John N. Steele of New York. In looks she resembles Brenda Frazier, but their

personalities differ and a columnist recently wrote: "Brenda is an orchid, Mary is a sweetheart rose." This summer Mary acted in theater stock in Rhode Island for a week.



Patricia Plunkett of New York, seen here at Stork Club whose press agent is boosting her along with Mary Steele as top Glamor Girls, just graduated from Miss Walker's.



Mary Barbara and Beatrice Brown, twin daughters of President Lewis Brown of Johns-Manville Corp., came out June 24 in Greenwich, Conn. They went to Sweet Briar last year.



Barbara Rutherford, daughter of the Winthrop Rutherfords of Allamuchy, N. J., is a riding and hunting enthusiast. She is a granddaughter of Vice President Levi P. Morton.

A brand new Blended-with-Havana cigar —approved by Havana itself



Señor
W.D. STEPHENSON
Sugar Engineer of Havana, Cuba, says

"I have lived in Cuba twenty-five years—and smoked at least one cigar a day for the entire time. I feel that I know Havana tobaccos thoroughly—and take real pleasure in stating that your *new* WHITE OWL has a real Havana flavor."

W.D. Stephenson

New
INVINCIBLE

WE WANTED TO MAKE SURE that this *new* cigar has a true Havana flavor . . . so we took it all the way to Havana for a test. Certainly Havana smokers would know if our *new* cigar actually had the taste of true Havana. We asked prominent Cubans—real connoisseurs, such as Señor José García Montes, the Cuban Secretary of Agriculture, and Senador Enrique Recio, to try our *new* White Owl. Without exception they all praised the rich Havana flavor of our *new* cigar.

Why shouldn't we be proud of this cigar? We know the Havana tobacco that goes

in it is a choice grade. Maybe that sounds unbelievable for a 5¢ cigar? But, we're America's largest buyers of Havana tobacco and we know what we are talking about. Fact is, this Havana is the same type tobacco used in popular cigars costing 10¢ and more. And there's a generous helping of good Havana in *each* White Owl, too.

**SEE HOW
THE NEW
WHITE OWLS
ARE MADE—
NEW YORK
WORLD'S FAIR,
1939
© N.Y.W.F.**

New
**CLUB
HOUSE**

**Your choice
of 2 shapes**

Another "10¢" feature—now yours for 5¢ . . . a choice of shapes to suit your smoking taste. A long, trim, *new* *Invincible*. And a rich, full-bodied, *new* *Club House* shape. You get the same amount of tobacco—the same mild blend in either size—only the shape varies.



**BLENDED
with
HAVANA**

New **WHITE OWL-5¢**

Copyright, 1939, by General Cigar Co., Inc.

Copyrighted material

SPEAKING OF PICTURES

(continued)



Joan Davisson, 17-year-old daughter of Mrs. Paul Prybil of Glen Cove, was the first of the 1939-40 debutantes to make her bow, on June 23, at her mother's 58-room mansion overlooking Long Island Sound. Her grandfather was a Morgan partner.



Three pretty debbs are Katharine Hamill, 17, of Cedarhurst, Long Island (left), Carolyn Waring of Plainfield, N. J. (center), and Anita Willis, 17, of Great Neck. Anita, a sophomore at Smith, astounded society by refusing to be a Glamor Girl.

Try Sal Hepatica for a faster come-back



MR.: Sorry to spoil our one outing, but this sick headache has me dizzy. I'll get a laxative at the boardwalk drugstore, but this "gone" feeling will hang on all day.

MRS.: Not if you take Sal Hepatica, dear.



MR.: Why, how's Sal Hepatica different?

MRS.: First, it's quick yet gentle in its laxative action. Second, it counteracts excess gastric acidity, chases that sickish feeling fast.



MRS.: Swimming, beach ball, and now you want to go sailing! Can this be the same man I knew this morning?

MR.: The answer's *no*! Thanks to you, hon, and your glass of sparkling Sal Hepatica, I'm feeling great!

SAL HEPATICA

Get it at your druggist's today!

TUNE IN: "What's My Name?"—It's new, it's fun—Wed. at 9 P. M., E. D. S. T.

SAFE OR SORRY?



**CHOOSE
SAFETY FOR**

***YOURSELF
YOUR FAMILY
YOUR CAR***



**FOR COMPLETE
SAFETY
YOU'LL NEED -**

GOOD YEAR LIFEGUARDS

LIFEGUARD is a trade-mark of The Goodyear Tire & Rubber Company

As Necessary As
**4-WHEEL BRAKES...ALL-STEEL BODY
SAFETY GLASS**

LIFEGUARDS prevent accidents! You'll not hesitate, when you know the facts! You'll equip your tires with LifeGuards, to provide safety for yourself, your family and your car!

Think of being completely indifferent to blowout hazards under all traffic conditions... and regardless of the condition of your tires! For LifeGuards give you the same protection in worn tires as in new ones!

A Safety Tire Within Your Tire

LifeGuard is a 2-ply safety tire built inside an extra-sturdy tube which replaces the conventional tube in your casing. Should outer casing and tube blow out or collapse, LifeGuard remains inflated long enough to enable you to bring your car to a safe, controlled stop. Steering normal! Braking normal! No weave... no lurch... no wheel-fight! No further damage to your casings!

Every tire, new or old, needs LifeGuard protection. *For no tire is blowout-proof.* Even a new tire may be injured so as to cause a blowout.

LifeGuards, in sizes available, fit any make of tire, new or now in service. So you don't need to wait. Put LifeGuards in your present tires. Then you can transfer them to new casings as you replace the old ones, because LifeGuards will easily outwear more than one set of casings!

Only Goodyear Makes LifeGuards

Goodyear pioneered and perfected LifeGuards... which have been proved by many millions

of miles of service in the hands of hundreds of thousands of owners.

Don't confuse LifeGuards with what are known as "puncture-proof" tubes, designed for an altogether different purpose and offering no blowout protection. LifeGuards are an entirely new safety invention... *accept no substitute!*

Go to your Goodyear dealer today and get this protection for yourself, your family and your car. Then you'll have complete blowout protection on all four wheels. You'll have peace of mind, wherever you drive. *LifeGuards prevent accidents!* You can't get better protection to save your life.

**LIFEGUARDS
PREVENT
ACCIDENTS**

THIS COUPON MAY SAVE YOUR LIFE!

Check proper square and mail today to Goodyear Tire & Rubber Company, Dept. L, Akron, Ohio.

☐ I want LifeGuard protection. Have salesman call. ☐ Send me complete information about LifeGuards.

NAME _____

ADDRESS _____

CITY _____ STATE _____



CASING FAILS!



TUBE BLOWS!



SAFE ON LIFEGUARD!

NOT A TIRE...NOT A TUBE...BUT AN ENTIRELY NEW SAFETY INVENTION!

Modern successor to the inner tube, the LifeGuard replaces the conventional tube. It is a 2-ply safety tire inside a tube... both inflated through the same valve. If casing and tube fail, front or rear, the inner tire holds air to support the car until it can be brought to a smooth, safe stop. A LifeGuard-equipped car may be readily identified by the yellow and blue valve stems.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1939 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

How's Business?—Stockmarket Has Brief Upturn, Buyers Crowd New York, Crops Are Big	11
LIFE on the Newsstands of the World	16
French Foreign Legion Parades in Paris for First Time in 90 Years	17
Political Glamor Boys Dewey and Murphy Compete for Crime-Hunting	18
Crash of Coastguard Plane at Sea Kills Three	20
Strategic Siam Changes Its Name to Thailand	22
Pitchman Find Business Terrible at World's Fair	24

PHOTOGRAPHIC ESSAY

Summer Theaters: Real Stars, Real Plays Replace Arty Try-outs	50
---	----

MODERN LIVING

Furniture: Good Taste at Low Prices Now Dominates Mass Market	42
---	----

ART

Toledo Museum: All the City Flocks to Its Free Classes	32
--	----

MOVIE

"Four Feathers"	27
-----------------	----

SCIENCE

Mars: Earth's Next-Door Neighbor Pays Us a Call	38
---	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: a Preview of the 1940 Dubs	4
LIFE Goes Calling on General Ironside at Gibraltar	62
Pictures to the Editors	64

The cover and entire contents of LIFE are fully protected by copyright in the United States and in foreign countries and must not be reproduced in any manner without written permission.

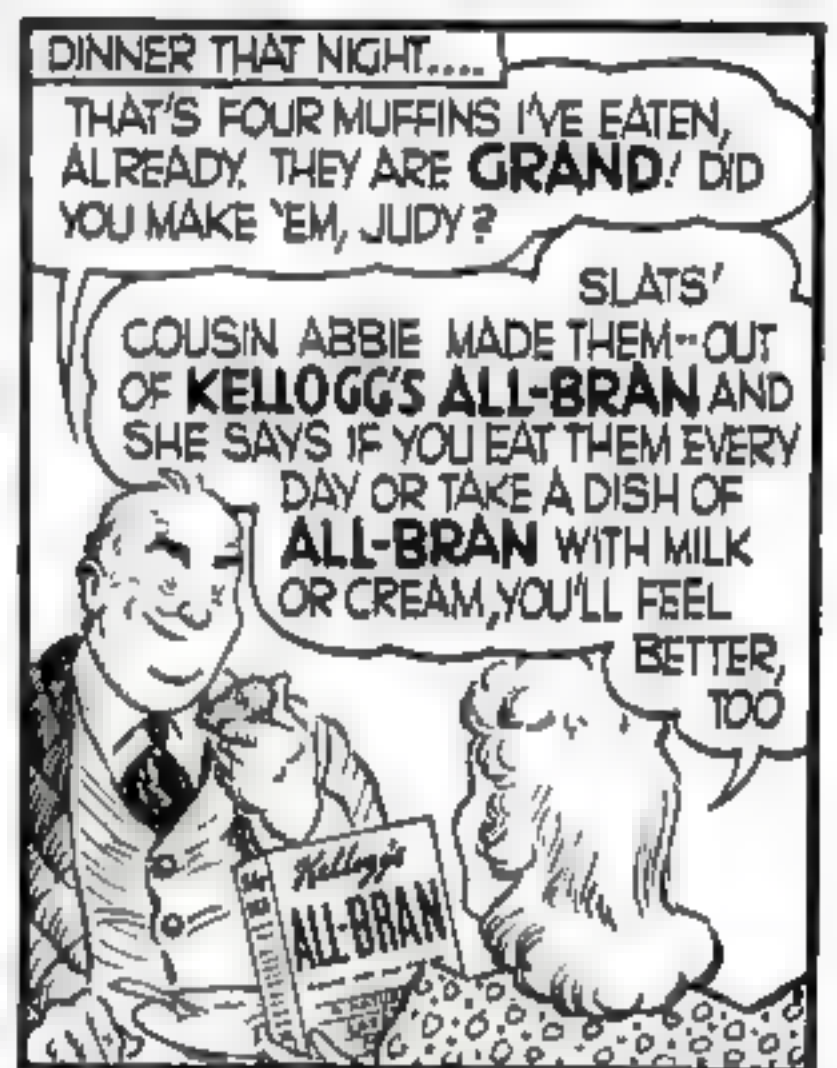


LIFE'S COVER: The young lady kneeling on a Maine beach is Diana Barrymore, daughter of John Barrymore and Poetess Michael Strange. She was brought up by her mother who became Mrs. Harrison Tweed by a third marriage. She had a New York debut last winter, shows no taste for the social whirl, has her heart set on being an actress. Upon her and her cousin, Ethel Barrymore Colt, depends the continuation of the Barrymore theatrical tradition into the fifth generation. For news of Diana's first stage appearance this summer, see p. 56.

EDITOR: Henry R. Luce
MANAGING EDITOR: John Shaw Billings
EXECUTIVE EDITORS: Daniel Longwell, Wilson Hicks
ASSOCIATE EDITORS: Hubert Kay, David Cort, Joseph J. Thorndike Jr., Joseph Kastner, Noel Busch, Paul Peters, Maria Sermonino, Rachel Albertson, Richard de Rochemont
ART EDITORS: Peter Piening, Worthen Paxton
EDITORIAL ASSOCIATES: Julian Bach, Lincoln Barnett, Margaret Bourke-White, Alfred Eisenstaedt, John Field, Frank Hall Frayser, Bernard Hoffman, Dorothy Hoover, Sol I. Siegel, Alex der King, Thomas D. McAvoy, Hansel Mieth, Carl M. Mydans, John J. O'Sullivan, Peter Pridemore, Peter Stackpole, Edward K. Thompson, Charles Tudor, William Vandivert, Margaret Varga
EDITORIAL ASSISTANTS: John Allen, Margaret Bassett, Ruth Berrien, Don Burke, Roger Butterick, Olivia Chambers, Judith Chase, Diane Cummings, Sidney James, Elaine Brown Keiffer, Will Lang, Dorothy Jane Larson, Mary MacFarquhar, Richard Pollard, David Ritchie, Helen Robinson, Roxane Ruhl, Bernice Shrift, Shelley Smith, Jean Spenser, Marion Stevens, Laura Street
PUBLISHER: Roy E. Larsen; **GENERAL MANAGER:** C. D. Jackson, **ADVERTISING DIRECTOR:** Howard Black
Subscriptions and all correspondence regarding them should be addressed to CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois
EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York
SUBSCRIPTION RATES: One year in the U. S. A. U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere, \$8.00. Single copies in the U. S. A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

ABBIE AN'SLATS

—by Raeburn Van Buren



INSTEAD of letting yourself in for constipation, and then trying to cure it with "quick relief," why not try to avoid it? You can, if your trouble is the ordinary kind (due to lack of "bulk" in the diet). How? By eating a crisp bulk-rich breakfast cereal—Kellogg's All-Bran. Eat it every day, drink plenty of water, and join the "Regulars"! Made by Kellogg's in Battle Creek.

Sold by all grocers



Join the "Regulars" with KELLOGG'S ALL-BRAN



Copyright 1930, H. J. Heinz Co.

Spice Hunters

ZANZIBAR! Ceylon! Penang! Amboyna! What romantic pictures these ports of spices bring forth! Gripping legends studded with dusty caravans—brave sailing ships—shimmering silks—redolent incense—and ancient iron-bound chests.

The colorful thread of man's search for flavor is firmly woven throughout history. Daring men courted hunger, hardship and even death, seeking the riches that spices brought. Keels of ebony and teak plowed their course through uncharted seas to mark passages to new worlds. But these voyages were counted as failures unless they yielded precious spices actually worth their weight in silver in those days.

In spices, as in everything else, nothing is ever "good enough" for Heinz 57 Varieties. Heinz

spice-buyers have travelled as much as 40,000 miles in a single year to secure rare, delightful savors. On the island of Amboyna they have found cloves so fine and pungent that the natives formerly used them for incense in the temples.

Today these same cloves lend their delicate carnation-like fragrance to Heinz Mixed Pickles, Ketchup, and Chili Sauce.

The fine hand of Heinz practices a subtle restraint in creating its magic in flavors. Centuries of spice lore have been tempered with seventy years of catering to the American appetite. So, there is never a harsh note in the taste-harmony of any Heinz product. A touch of this—a mere wisp of that—and a faint blessing of the other add the delicate bouquet and witchery that make food glow.


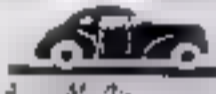

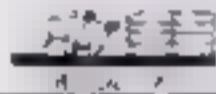
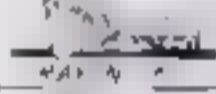


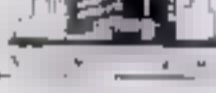
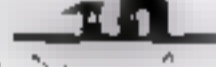
The wedding of pure spices and pure foods the Heinz way re-creates those boyhood tastes that men never forget. An aviator wrote that the air at 1,000 feet over one of our kitchens was heavy-laden with the tantalizing, mouth-watering scent of ketchup-making, and it recalled his own boyhood home-kitchen at ketchup time.

Heinz hunt for flavor never ceases. We search the remote parts of the world for new delights. If there is a finer taste, we will discover it. That's why nothing else can ever taste quite like a Heinz product. That is why we have found our way to the hearts of men everywhere through the old familiar route—why the 57 Varieties have been guests at the best tables of the world for over 70 years. **57**

H. J. HEINZ COMPANY, PITTSBURGH, PA.



STOCK EXCHANGE HUMS JULY 21. IN FOREGROUND: POST 5 (SEARS, ROEBUCK, ILLINOIS CENTRAL, OTHERS)

A HALF-YEAR LOOK AT BUSINESS		
PRODUCTION	FIRST HALF OF 1939	PCT GAIN OVER 1938
	18,629,927	73
	2,028,356	55
	57,324,080,000	10.5
CONSUMPTION	FIRST HALF OF 1939	PCT GAIN OVER 1938
	299,000,000	70
	161,000,000	62
	3,534,000	65
	274,659	51
BUILDING	FIRST HALF OF 1939	PCT GAIN OVER 1938
	516,579,000	19
	644,527,000	61

ASSOCIATED PRESS CHARTS AND GRAPHS WEEK END

HOW'S BUSINESS? STOCK-MARKET ANSWERS NATION'S BIG QUESTION WITH AN UPTURN

A few good stock-market days do not make a boom. But for unlucky brokers who had not sold a share of stock in weeks and traders who had been matching pennies on the New York Stock Exchange floor through six weeks of average 400,000-share days, the market's upward spurt last week was bracing tonic. The Exchange floor hummed with some of its old-time bustle July 17 as stocks jumped 1 to 4 points in a 1,750,000-share day, biggest since March 31. Next day was even bigger (*above*), gains of up to 3 points being made as 1,887,000 shares changed hands. And after a two-day lull, the market resumed its upward march on July 21. Wall Streeters, happier than they had been since last summer's upswing, felt that a long-expected turn for the better had come at last. And with the bulk of the buying orders coming from out of town, it appeared that the country as a whole was beginning to feel more cheerful about business prospects.

An announcement by the Iron & Steel Institute that steel operations for the week were scheduled at 56.4% of capacity, up 13.5% from the week before for a 1939 high, got major credit for touching off the boomlet. But there was plenty of other encouraging news in the papers as statistics and earnings reports for the first half of 1939 began to trickle in. The Federal Housing Administration reported residential building under its insured mortgages up 80% from the first half of 1938, with an average of 500 new homes being started every working day. Lockheed Aircraft's sales were \$12,500,000 in the first half, with a prospect of \$18,000,000 in the second—against \$10,000,000 for all of 1938. Du Pont netted \$39,800,000 against last year's \$18,000,000. Life-insurance sales were up 22% in June from June 1938. Piano sales were up 30% for the half year. Railroad revenues for the month were up 12% from the previous June. Railway Express traffic jumped 15% in

May, another 15% in June. New Jersey reported employment only 4% below its all-time peak in 1930. The Associated Press felt so good that it worked up the chart above to show how, in basic fields, America has been climbing out of its 1938 Recession slough.

So far, so good. And for the rest of 1939 most business prophets were forecasting moderate improvement. But none of them sighted a genuine boom. Billions of capital were still lying idle in banks and few investors were stepping forward to take long-term risks on new factories and machines—the capital goods investment on which real Recovery waits. Even the improvement in prospect was dependent on the two great specters which continue to haunt businessmen. One of these is the fear of WAR. The other is the uncertainties of POLITICS under the New Deal which, despite the 1940 campaign talk now burgeoning, still has at least 18 months to go.

OUT-OF-TOWN BUYERS CROWD NEW YORK SHOWROOMS AS SALES RISE IN NATION

Up from 1938, U. S. department-store sales marked a 5% gain in June, 3% for the first six months. Chain-store sales were up 12% for the month, 9% for the half year. Flushed by this sure sign that Americans have more money in their pockets or are less afraid to spend what they have, out-of-town buyers during the past fortnight have been flocking into New York at the rate of 300 a day to stock up for the fall trade. In hotel showrooms, manufacturers of housewares, pottery, curtains and draperies reported themselves swamped with buyers primed to place orders as much as 40% higher than they had last year. Faces have beamed, showrooms have been bustling in the buildings around Seventh Avenue between 30th and 42nd Sts. which comprise New York's famous garment district.

The pictures on these pages show how perhaps 75% of all the high-grade women's clothes sold in America are ordered. The average buyer, who has often worked up from a stockroom or sales counter, is usually a woman, usually between 25 and 35. Often a college graduate, she reads *Vogue* and *Harper's Bazaar*, knows her way around Manhattan, earns \$2,000 to \$12,000 a year. Depending on the size of her store and distance from the city, she comes to New York two or three or a dozen times a year, stays one to two weeks. First thing she does on arriving is to put a notice like this (free) in *Women's Wear Daily* and *New York Times*.

KISSIMMEE, Fla.—Style Shop: Mrs. A. Curry, dresses, coats, 225 W. 34th (Consolidated Research Bureau)

This tells where she comes from, name of her store, her name, what she is shopping for, where she may be found by salesmen.



Resident buyers like Miss Ida McNeil, 26, keep their out-of-town clients posted on styles and values, help them when they come to do their buying. Miss McNeil's firm (McGreevey, Werring and Howell, Inc.) represents some 300 stores throughout the country. Buyers receive salesmen in their representative's offices, as well as making the rounds of the dress houses. If they are buying better-grade clothes, they will visit 30 or 40 showrooms during a trip, see samples on live models. For cheaper goods, they may visit as many as 250 houses, see samples on dummies or hangers. Says Miss McNeil, who started out as a fashion artist: "I've never seen so many buyers in town before. And they are buying better merchandise, too."



At Kallman and Morris this velvet evening dress with ermine top and bow wholesales for \$22.75. At retail it will sell for \$39.75 up, a mark-up of 40% to 50%. The model sings



At Bender and Hamburger, which wholesales afternoon and dinner dresses at \$17.75 to \$179.75, showroom is so crowded that some buyers have to stand. Male buyers get few



out number of model and price of dress while buyers make notes on their order pads. Some discount may be made for large orders, but there is no longer much haggling over prices.



dates with models, who are usually married. And the oldtime salesman's custom of plying women buyers with champagne and theater tickets is now, the trade chums, strictly passé.



Mr. Horwitz (right) of Horwitz and Dubernett shows a \$10.75 (wholesale, Deanna Durbin dress on a dummy of the actress (who is now Junior Miss size) to two Lancaster, Pa., buyers.

Mr. Shaw, buyer of evening dresses for Shaw's Ltd. of London, fingers red Schiaparelli pajamas which wholesale for \$22.75. Buyer beside him is Madame Agasta of Washington, D. C.



(continued)

FARMERS FEEL GOOD AS THE BREADBASKET OF THE NATION BLOOMS WITH BIG CROPS

On most of the great American breadbasket between the Appalachians and the Rockies, above-normal rain fell during June. Last week farmers felt good as they looked out on high corn in tassel, on wheat falling under the harvester or still shimmering in the sun. A bumper yield of corn was in prospect and the wheat harvest, though estimated at 23% under last year's super-bumper, was still bountiful. The U. S. Crop Reporting Board estimated that, despite acreage decreased under AAA or turned to pasture, America's crops in the aggregate



As far as the eye can see the wheat stretches across flat Kansas. By June's end it was a vast brown waving sea. Then came the army of harvesters. In this picture by LIFE Photogra-

pher Margaret Bourke-White, their ricks are creaking along the rows of shocked wheat, gathering the bundles and carting them to the thresher back by the water hole in front of

would this year get back to what they were before the disastrous 1934-36 drought period.

Favorable weather last week made cotton prospects excellent. True, prices were down under the prospect of big crops added to big carry-overs and the Farm Problem loomed ever larger as a 1940 issue. But it is hard for a farmer to feel bad when crops are good, and Congress this year appropriated \$980,000,000 for his AAA benefits and price boost, against last year's \$712,000,000.



the house. This is winter wheat planted last fall, to catch moisture from last spring's melting snow. The big white splotches are sinks where ponds formed when the snow melted.



The county agent teaches farmers how to grow bigger & better crops. Agent Harold B. Harper, of Harvey County, Kan., promotes planting of Red Turkey wheat. Below: Harvested their sacks are booming in the South and West, where housewives make them into dresses, curtains, napkins, table runners, bureau scarfs, etc. Cloth is linen or percale. Lace is wash-off.



LIFE ON THE NEWSFRONTS OF THE WORLD

Senate balks President on neutrality and politics; Murphy indicts Huey Long's henchman

It is a rare event when news of a picture-taking makes front pages without the picture. It happened on July 21 when from Bloemfontein, South Africa, arrived a report that an American astronomer, Earl C. Shipher, had just taken the first successful color photographs of Mars. LIFE cabled Mr. Shipher a request for the pictures, which were said to disclose strong evidence that plant life exists on the planet. Meantime, as Mars draws nearer to the Earth than it has been in 15 years, LIFE publishes on pages 38-40 a two-color chart of the heavens and the latest black-&-white photograph of the red planet.

Congress vs. President. Friends of President Roosevelt have said that he dare not renounce a third term too soon lest he lose control of Congress. Last week it grew hard to see how he could lose control of Congress more completely than he had already. The "rubber stamp" faded into memory and the lines of battle for 1940 drew ever clearer as a coalition of Republicans and conservative Democrats continued to hand the President every available reverse.

Senators of both parties meeting with the President on the evening of July 18 remained unmoved by his forebodings of early war, convinced him at last that there was no hope of reviving in this session the Neutrality Act amendments which the Senate Foreign Relations Committee killed (LIFE, July 24).



ROOSEVELT

Publicly intimating that the Senate will be to blame if a war starts (since he thinks it might be avoided if he were free to supply warring Britain and France with American arms), Mr. Roosevelt also tried to fasten advance blame on the Senate for a possible business downswing by quoting an unidentified business visitor who had asserted that uncertainty resulting from the Senate's action would "slow up the finest little economic boom we have had in some time" (see pp. 11-15).

Over Administration opposition, the House voted a thoroughgoing investigation of the much-criticized National Labor Relations Board.

A Senate committee hacked \$310,000,000 out of the President's \$2,800,000,000 Lending-Spending bill, whose chances of passage in anything like its original shape grew increasingly dubious.

In the House, amendments which would eject some 2,000,000 low-paid workers from the protection of the Wages & Hours Act moved toward passage. President Roosevelt threatened to veto them.

House & Senate combined to deal the New Deal its hardest blow last week by passing the Hatch Bill to "prevent pernicious political activities" (see below).

Politics out of Relief. Four out of five Americans believed, when Gallup Poll interviewers last questioned them on the subject, that Politics influenced Relief in their communities (LIFE, July 24). Last year Democratic Senator Carl A. Hatch of New Mexico introduced a bill to put down such "pernicious activities." But Senate Majority Leader Barkley, who needed all the help he could get in his campaign for re-election against Governor "Happy" Chandler, killed the bill with an impassioned and unabashed plea for Politics-in-Relief.

On July 21 Senator Barkley was conveniently absent from a committee meeting when the Republican & anti-New Deal Democrat coalition, following similar action in the House, steamrolled the Hatch Bill to final passage. Well calculated to cripple the New Deal machine in 1940, the bill:



HATCH

Forbids coercion or intimidation of any voter in a Federal election.

Forbids the promise of reward or employment to influence voters.

Forbids the withdrawal of Federal Relief funds from any person because of race, creed, color or political activity.

Forbids solicitation and acceptance of money from

Reliefers for political purposes.

Forbids disclosure of lists of Reliefers' names for political purposes.

Forbids any person employed in an administrative or supervisory capacity by the Federal Government to use his official authority or influence to interfere with or affect a Federal election, on pain of removal from office. This is aimed at thousands of Relief officials, U. S. district attorneys, collectors of internal revenue and customs, et al. Exempt are policy-making officials including the President, his Cabinet, Congressmen.

Mongolian Tease. Japan and Russia periodically tease one another with the threat of war, to feel out each other's toughness. The current tease in Mongolia last week got more serious than any in 20 years. The Japanese bombed an Outer Mongolian air base at Tamsk. The Russians, speaking for Outer Mongolia, replied by flying deep into Manchukuo and bombing the Japanese railway at Fularki. The Japanese threatened thereupon to bomb Blagoveshchensk across the Amur in Russian Siberia. The Russian reply was to bomb Manchukuoan Halunarsahan. Japan delivered an ultimatum with a time limit, demanding fair treatment for Japanese coal and oil concessionaires in the Russian half of the island of Sakhalin off the coast of Siberia. The Russians returned the ultimatum instant, noting that it used threats and was therefore beneath consideration. The Japanese fleet, on the eve of a grand review by Emperor Hirohito, steamed north toward Sakhalin.



CRAIGIE

Meanwhile the Russians watched closely to see how tough Britain, which wants an alliance with Russia, was going to be to Japan. The Japanese Army was demanding that British Ambassador Craigie admit that hostilities are going on in China and that therefore the British must not obstruct Japan's work in China. Craigie cabled home for instructions, having noted a stern speech by Prime Minister Chamberlain to the effect that Britain would not change its policy in China. The instructions that came back were to change the word "hostilities" to "abnormal situation" and admit that an abnormal situation is going on in China. This seemed to satisfy everybody for the moment.

Huey's Pal. Eighteen years ago Seymour Weiss, once a bellhop, had risen to be a shoe salesman on New Orleans' Canal Street. In 1923 he was manager of the barbershop in the big, bustling Roosevelt Hotel, which a brash young politician named Huey Long occasionally patronized. In two years Seymour Weiss was the Roosevelt's assistant manager. Long made the Roosevelt his political palace and Weiss saw to it that his quarters were both luxurious and free.

Within a few hard-working years Weiss became a colonel on Governor Long's staff, treasurer of the State Democratic Association and one of Huey's most trusted henchmen. In time he became owner not only of the Roosevelt, but also of the Bienville, one of the smartest apartment hotels in New Orleans. As custodian of Long's campaign funds he kept no books or records of contributions, transacted all business in cash.



WEISS

Before the Kingfish died, Weiss was indicted for Federal income-tax evasion. This charge and others were dropped when Huey's heirs made peace with the New Deal in the notorious "Second Louisiana Purchase."

Last week the New Deal appeared to have repented that cynical deal. In 1936 Weiss & friends sold unprofitable Hotel Bienville to Louisiana State University for \$575,000. A few weeks later they sold L.S.U. the Bienville's furnishings for \$75,000. On July 17, alleging that they had charged twice for the furnishings and used the mails in the process, Attorney General Murphy (see p. 18) tossed the biggest thunderbolt of his Louisiana cleanup by getting potent Seymour Weiss indicted for using the mails to defraud.

PICTURE OF THE WEEK

For the 150th Anniversary of the fall of the Bastille in the French Revolution, France called home to Paris the world's best soldiers—one battalion of the First Regiment of the French Foreign Legion. The event was more sensational even than the British troops marching in the parade, because the standard of the Foreign Legion has not been seen in Paris for 80 years. The French crowd roared when the Legion's bearded sappers came by with their axes, marching with the long, slow pace of the Legion (see opposite page). They marched as usual, not in socks, but with their feet wrapped in linen bandages. And on hand to review them was their Grand Old Man, General Paul



ROLLET

Frédéric Rollet, 63, now retired and president of the society known as Broken Faces. Because the Legion may loot to its heart's content, it is rarely used in France. In the World War it was used only as an assault force and was repeatedly wiped out. It now has seven regiments totaling 20,000 men, is about to be increased by another regiment of Czech exiles. It has included generals, princes and one bishop. Americans and Englishmen are enraged by the hard but just discipline. Germans like it.



The formidable French Foreign Legion, with axes, parades in Paris for the first time in 80 years



BRISTLY MUSTACHES HAVE DISTINGUISHED THE DEWEYS FOR THREE GENERATIONS. THOMAS DEWEY GREW HIS BUSH ON A KEV. MRS. DEWEY LIKED IT, MADE HIM KEEP IT

POLITICAL GLAMOR BOYS:

DEWEY AND MURPHY COMPETE

FOR CRIME-BUSTING HONORS

"What the Democratic party needs is a young man like Dewey." The words may not have been precisely those, but President Roosevelt is said to have uttered privately his wish that somewhere from the ranks of the New Deal there might emerge a comer with the ability to capture the national imagination as has New York's 37-year-old District Attorney.

"I wish people would stop coupling my name with Dewey's." Attorney General Frank Murphy has always been an individualist, and it annoyed him when Washington wisecracks suggested he was being artfully hatched into a super-prosecutor whose feats would triumphantly outshine those of the No. 1 G.O.P. Presidential possibility. He liked it no better when other phrase-mongers referred to him as "New Deal Glamor Boy No. 1." Mr. Dewey has been called "Republican Glamor Boy No. 1." "I should like to belong," Mr. Murphy protested recently, "to that small company of public servants and others who are contented to do some of the homely and modest tasks of perfecting integrity in government and making government more efficient and orderly."

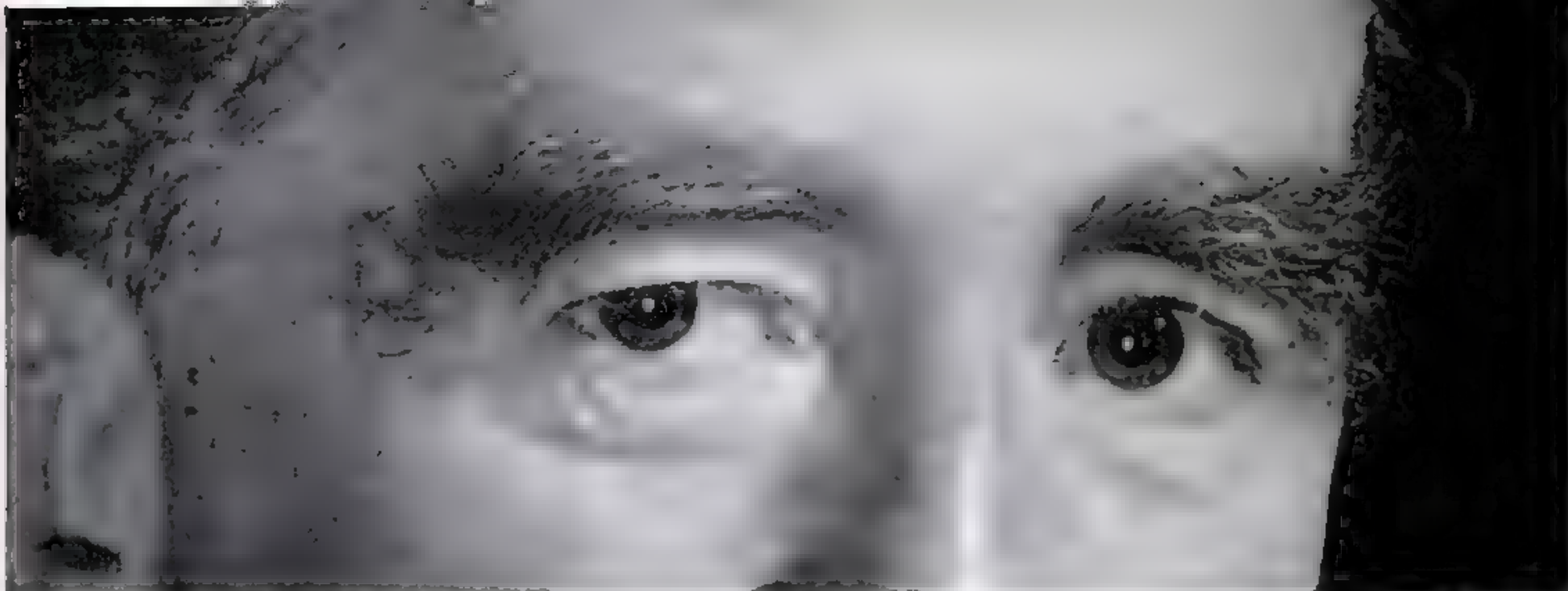
Yet it is difficult not to bracket the name of the nation's ranking law-enforcement officer with that of

the nation's topflight racket prosecutor. Two months ago Thomas Dewey released a report summarizing the record of his first year in office. Between Jan. 1 and Dec. 31, 1938 his department handled 3,258 felony cases, obtained convictions or pleas of guilty on more than 79% of them. On July 18, Frank Murphy issued a similar report for the first six months of this year. The Murphy batting average: 17,056 cases prosecuted; convictions or pleas of guilty in 97 1%.

Since 1931—as an assistant U. S. Attorney, special rackets prosecutor and New York District Attorney—Thomas Dewey has nailed such sinister headliners as Beer Baron Waxey Gordon, Vice Villain Lucky Luciano and Big Bad Boss Jimmy Hines. Prosecutor Murphy's fattest fish to date: Kansas City's Thomas Pendergast and Federal Judge Martin Manton. A good many people have forgotten that Frank Murphy began his political career as a federal prosecutor in Michigan. In the early 1920's when Thomas Dewey was still studying at the University of Michigan and singing baritone in a glee club, Frank Murphy was sending war profiteers to jail in Detroit. He lost not a single case in three years.

PROSECUTOR DEWEY MEETS HIS EXECUTIVE STAFF IN HIS NEAT, UTILITARIAN OFFICE. HIS STAFF INCLUDES 72 LAWYERS, 150 CLERKS, STENOGRAPHERS AND PROCESS-SERVERS





FROM HIS FATHER MURPHY INHERITED BUSHY EYEBROWS, FROM HIS MOTHER RED HAIR, AMONG NATIONAL FIGURES ONLY JOHN LEWIS HAS A LUSHER SUPRAORBITAL GROWTH

Both Frank Murphy and Tom Dewey are crusaders. The Attorney General, a Roman Catholic, has always lived and talked on a lofty plane—so lofty that he was long ago nicknamed "St. Francis." He reads a chapter of the Bible every day, has a crucifix over his bed, and inflexibly shuns alcohol because of a pledge made to his mother at the age of 12. Sharp-penned Pundit Frank R. Kent recently observed that some of Mr. Murphy's boosters are a little alarmed at his too-well-known saintliness. Their anxiety stems not from any predisposition to sneer at the Good Life. "What they dislike," Mr. Kent explained, "is to see so much in print about it." Officially, the Attorney General's idealism has manifested itself in a superbly efficient cleanup of his department, the recommendation of unexceptionable appointees for the judiciary and almost incredible devotion to duty.

Mr. Dewey's crusading fervor glows with not quite so golden a religious light. He wears an air of touchy self-righteousness that constantly irritates reporters who cover his office. They dislike his vanity and arrogance (Murphy's press conferences, because of their newsmanship and soft-spoken courtesy, are second

in Washington press popularity only to the President's). Like the Attorney General, Thomas Dewey pursues Evil with uncompromising vigor. He, too, swept his staff clean of his predecessor's debris, surrounded himself with able and honest men. He is an Episcopalian, and has been seen Sundays in cutaway and shiny topper emerging from Fifth Avenue's swank Church of the Heavenly Rest.

Both men came from Michigan. Murphy was born in Harbor Beach in 1893. Dewey was born in Owosso in 1902. Both have suffered major political setbacks. On Election Day, 1938, Murphy was defeated for reelection as Governor of Michigan while Dewey was sinking in defeat for the same office in New York. Both have re-emerged triumphantly on the political scene. Both are excellent orators. Both can go for long periods with little food and less sleep. Both like to dance. Glamorous Mr. Dewey and his pretty wife once organized a private dancing club because they disliked recognition in night clubs. Glamorous Bachelor Murphy, less finicky, is frequently seen on Washington dance floors. Dewey's favorite exercise is golf which he plays truculently. Murphy rides and boxes.

Both men have striking facial characteristics. From his father, a crusading Irish lawyer, Frank Murphy inherited his bushy eyebrows. From his father, a small-town newspaper editor, Thomas Dewey inherited his bushy mustache. Physiognomists declare that marked hair patterns are signs of aggressive, tenacious individualities. Among reporters, hirsute-rufous Frank Murphy is known as "The Airedale." Dewey is privately called "The Bulldog."

At the present moment Republican Dewey's political stature greatly overshadows Democrat Murphy's. Polls of public opinion already give Dewey 50% of the nation's votes against any possible Democratic candidate. But Murphy is emphatically on the upgrade, though most speculation about him still centers on the possibility that he may get second place on a "dream ticket" as Mr. Roosevelt's third-term running-mate. Meanwhile both men deny 1940 aspirations. Mr. Dewey is now vacationing at his summer home in Pawling, N.Y. Mr. Murphy is up to his waist in investigations of spectacular corruption in New Orleans and half a dozen other cities. When asked recently about the future he replied calmly: "My only objective now is to be a good Attorney General."

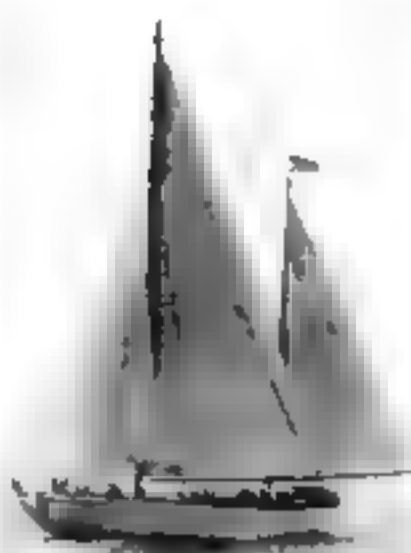
PROSECUTOR MURPHY MEETS THE PRESS IN HIS HIGH, paneled, THICK-CARPETED CONFERENCE ROOM. UNDER HIM ARE 438 DISTRICT ATTORNEYS, 9,000 OTHER EMPLOYEES





A BOAT TAKES BLANKETED PATIENT FROM "ATLANTIS"

CRASH OF COAST GUARD PLANE AT SEA KILLS THREE



THE KETCH "ATLANTIS"

From the open sea to a Marine Hospital on Staten Island, N. Y., a radio message flashed at 8 a.m., July 15. It was from the ketch *Atlantis*, "floating laboratory" used by the Oceanographic Institution at Woods Hole, Mass. For several months her crew had been measuring area and currents of the Gulf Stream.

Now one of them was seriously ill of pneumonia. The *Atlantis* lay 150 miles southeast of New York. At top speed it would take her 18 hours to reach port.

Back to the *Atlantis* from the Marine Hospital flashed instructions: "Force liquids . . . administer aspirin . . . put man ashore as soon as possible." At 10:05 a.m. the Coast Guard plane V-164 took off from Floyd Bennett base with a crew of seven to pick up the sick sailor. Shortly before noon Pilot William L. Clemmer reported he had sighted the ketch and was preparing to land. The weather was dangerous—"thunder squalls and a cross swell." But the V-164

landed safely, quickly took aboard the ailing passenger who had been rowed out from the *Atlantis*. Then, taxi-ing over the swells into the wind, the flying ambulance rose slightly, leveled off, and mysteriously, with motors roaring wide, dove headlong into the sea. Both pilots and sick man drowned, trapped in the forward cabin. Five others were rescued by the *Atlantis* from which the pictures on these pages were taken.

Two days later an official board of inquiry began piecing together the narrative fragments of the crash. From many a conflicting and vague detail they deduced the V-164 had struck a long swell on the instant of leaving the water, had lost speed and nosed into the waves, its throttles open. Most provocative testimony offered was that of Lieut. Watson A. Burton, commander of the Coast Guard base at Floyd Bennett Field, who deplored the unnecessary hazards to planes and men involved in the department's famed aerial-ambulance service. "In the majority of cases," he declared, "it is discovered later that the patient is not as sick as reported. Also there are many cases that are sick as reported who would survive in spite of delay. . . . Many times the information as to the ailment comes from the master of the ship, who is not qualified to make a sound analysis."



COAST GUARD PLANE V-164 WAITS TO RECEIVE ITS AILING PASSENGER



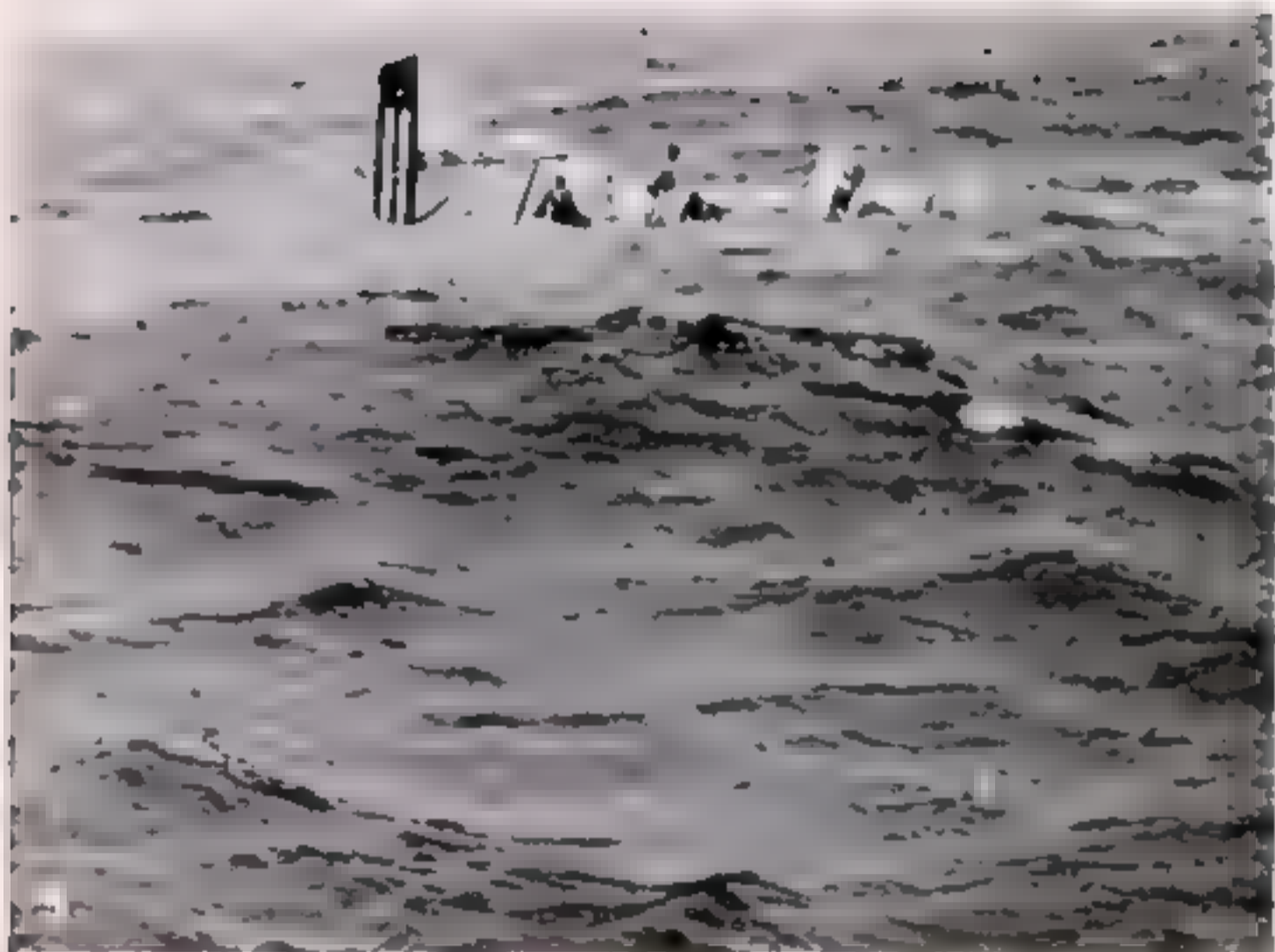
BOAT MANEUVERS IN HEAVY SWELLS AS GUARDSMEN WAIT ON BOW OF PLANE



SICK SAILOR (IN WHITE) PREPARES TO TRANSFER FROM BOAT TO PLANE



THREE SEAMEN HEAD BACK TO "ATLANTIS" AS PLANE GETS READY TO TAKE OFF



INSTANT AFTER CRASH SURVIVORS EMERGE, CLING TO DISSOLVING WRECKAGE



BOAT FROM "ATLANTIS" QUICKLY RETURNS AND TAKES COAST GUARDMEN ABOARD



SEARCH FOR THE OTHER VICTIMS PROVES VAIN. TWO PILOTS AND THE PASSENGER WERE TRAPPED INSIDE CABIN. WITH FIVE SAVED, THE BOAT PUSHES CLEAR OF THE WRECK



CHIEF REGENT PRINCE ADITYA DIRABHA AFFIXES THE ROYAL SEAL TO THE DECREE MAKING SIAM THE KINGDOM OF THAI. LEFT, COREGENT GENERAL BIJAYENDRA YODHIN

STRATEGIC SIAM CHANGES ITS NAME TO THAI

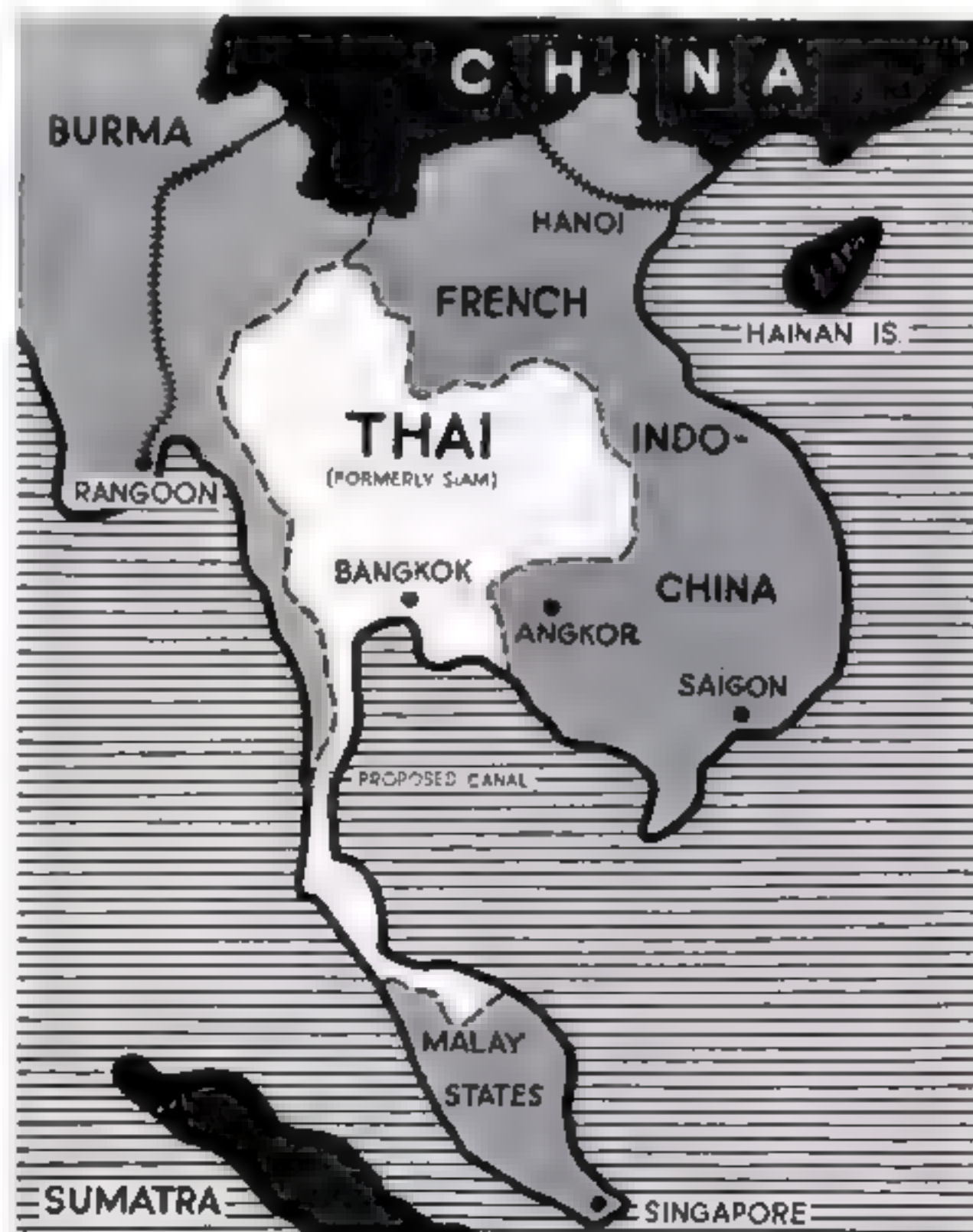
On June 24 the Government of Siam, only entirely free nation in Southeast Asia, changed its name to Thai, which means "Free," in the ceremonies shown on these pages. Last week the U. S. State Department rendered all American maps of the Orient obsolete by writing out Siam and writing in Thailand.

Siam, from which Siam comes, was an old name given by the Chinese. The race of Thai came from Szechuan Province in China, near where the harried Chinese Government now has its capital. Only the canny rule of King Chulalongkorn in the late 19th Century saved Siam from being swallowed by Britain and France like the rest of the peninsula. But Chulalongkorn's 42 wives cursed his country with scores of ambitious, expensive princes.

In 1932 a cabal of brain-trusters and soldiers put over one of the quietest revolutions in history and got a Constitution from King Prajadhipok. The princes tried an abortive counter-revolt next year. In 1935 the annoyed reformers let Prajadhipok abdicate with nearly \$3,000,000 for which they were last week suing him. New Government is idealistic and semi-Fascist, with youth organizations, army monopolies and a dictator, Premier Bipul (pronounced pee-bul). Enemies say Thai is now "of the Bipul, by the Bipul and for the Bipul."

Thailand, however, is so placed on the map (*see right*) as to be a natural steppingstone for Japan in a drive against the great British base of Singapore at the end of the Malay peninsula. It has professed to be completely neutral, meanwhile buying Japanese munitions and toying with the idea of a canal through its peninsula to cut off Singapore.

Two days before Siam became Thai, British and French admirals meeting at Singapore decided that that little monarchy could not be neutral, that Britain and France would "guarantee" her. Moaned the Bangkok newspaper *Thai Mai*: "What can small nations situated in the battle zone do? If Siam takes the side of Japan and the predicted troubles in the British and French colonial empires do not come off, then Siam would be in an unpleasant position."



What was Siam is surrounded by Europeans' conquests. Japan covets it as a steppingstone to British base at Singapore, proposes a canal through peninsula.



The new name, **THAI**, appears for the first time on a ship float in the June 24 parade in Bangkok celebrating the 7th anniversary of Siam's *coup d'état* and first Constitution.



Young Women of Thailand, recently organized in the Yuvanari, swing briskly along the line of march. Only the rich still practice polygamy and women in Thai have many rights.



Tanks, made in England by Vickers, roll in the parade. Latest Thai armaments are Japanese. Notice the Thai flags, red, white and blue stripes. Navy flag adds a white elephant.



Planes (28 of 400) fly over great King Chulalongkorn's statue. These pictures were brought to LIFE by Norman Lee, the first round-the-world paying passenger on commercial planes.



King Ananda Mahidol, 13, in whose favor King Prajadhipok abdicated in 1935, presents flag to youth organizations. After his summer vacation, he returns to school in Switzerland.

PITCHMEN FIND BUSINESS TERRIBLE AS NEW YORK WORLD'S FAIR SHAVES ADMISSION



High pitchman is on starvel dove tip (crowd), amplifies pitch (talk through mike on chest). He expects no profit from 15¢ mouse, hopes to be off the nut even by the Fair's end.

Compared with the \$6,500,000 General Motors Futurama or the \$110,000 parachute jump at the New York World's Fair, the \$1,500 investment of Emil Seibold (left) may seem minuscule. But Emil and some 200 other pitchmen know that the sale of their small novelties is a good index of a fair's success. Pitchmen follow the circuit of fairs from Canada to Florida. In their own argot, the World of Tomorrow is *larry*, meaning business is bad.

To a pitchman it is axiomatic that he must work a tip before he can turn it. He means that before he can sell his mouse, deck of cards, stunt, funny photograph or any other gadget, he needs a crowd to hear his pitch (talk). Up to last week, World's Fair crowds were disappointing. After hovering around 1,000,000 paid admissions weekly, attendance fell off after July 4—the date when Fair officials had expected the rush of vacationers to start. The figures pointed to a total attendance for the summer of about 30,000,000—exactly half the Fair's estimate. Alarmed, the Fair management last week fired 400 police guards and information cadets, pared executive salaries 10% from President Grover Whalen down.

Then taking a leaf from pitchmen, it did its best to work a tip, halved parking charges, cut the gate after 9:30 p.m. to 40¢, offered bargain weekend tickets worth \$2.25 for \$1, special \$7 combinations for \$3.75. Attendance spurted but pitchmen were still pessimistic, found their tips *low* before they could turn them. Sightseers spread thin over 1,210 acres, lacked the carnival spirit. For their troubles pitchmen blamed the management, business conditions, the rival pitchman across the Midway.

Some pitchmen admit they have little new to offer, that visitors' wits have been sharpened by Chicago, San Diego, Dallas and Cleveland fairs. Remarked a deserted Pitch-Tell-U-Win pitchman, "Once suckers were in front of the joints. Now they're behind."



Mug-joint in Sun Valley was almost a flop until gate was capped to 40¢, drew bigger spenders. Now old-time Pitchman Sam Mink grosses \$200 a day—about one-fifth take at other fairs.



Low Pitchman Jimmy Lohough is level with tip, changes an apparently normal deck in a trice to all fives, offers it with directions for \$1. He began at Dallas in 1938, is a Johnny-come-lately to pitchmen. His veteran boss, Pitchman Al Shay, blames a bad U.S. press for his poor business.



Jumps and wriggles get Russell Bradshaw out of ropes, chains, padlocks. This performance drew \$7 in nickels and dimes, which he split with Merrie England. Most pitchmen ran away from home, but he was circus-born, in 16 years has been an aerialist, contortionist and escape artist.

Firestone

IMPERIAL

SAFETY WITH *Rayodipt* CORDS



**MATCHLESS IN
PERFORMANCE**

**MAGNIFICENT
IN STYLE**

**UNEXCELLED
IN SAFETY**

THE new Firestone Imperial Tire marks the climax in the 39-year Firestone crusade against highway accidents. To create it, Firestone engineers developed a revolutionary new tire body, built of Rayodipt* cords, made by tightly twisting and locking together strands of specially-made rayon, spun from cotton cellulose materials. These cords are then Gum-Dipped by a new and advanced Firestone process. The strands in each cord, the cords in each ply and the plies that form the tire body are locked together, resulting in a tire far more resistant to blowouts.

Another revolutionary development is the exclusive Firestone tread which is truly a marvel of safety engineering. In stopping power and in traction it sets up completely new standards of safety. This remarkable new tread is extra-tough and extra-deep and provides much longer non-skid mileage.

For the utmost in safety, long mileage and modern style, call on your nearby Firestone Dealer or Firestone Auto Supply and Service Store and equip your car with a set of new Firestone Imperial Tires — the tire that's as modern as the world of tomorrow.

* Rayodipt Cords are made of a revolutionary new specially fabricated rayon spun from cotton cellulose materials and treated by a new and exclusive rubber solution used only by Firestone.

Listen to The Voice of Firestone with Richard Crooks, Margaret Speaks and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings over Nationwide N. B. C. Red Network

See Firestone Tires made in the Firestone Factory and Exhibition Building at the New York World's Fair. Visit the Firestone Exhibit at the Golden Gate Exposition at San Francisco.

THE FIRESTONE LIFE PROTECTOR

The Tire within a Tire

Makes a blowout as harmless as a slow leak. Should a blowout occur, the exclusive Firestone Safety-Valve holds sufficient air in the inner compartment to support the car until it is brought to a safe stop under full control.



Copyright 1939, The Firestone Tire & Rubber Co.



Firestone

AS MODERN AS THE WORLD OF TOMORROW

Copyrighted material



*This is probably the strangest invitation
you have ever received*

CURIOUS AS IT MAY SEEM, we who make Four Roses urge you sincerely, to try *another* distiller's whiskey — any other whiskey you care to choose.

Why do we ask this?

Because it is the easiest way we know for you to prove the surpassing excellence of Four Roses.

All the whiskeys in Four Roses — and several straight whiskeys go into it — are at least 4 years old — old enough to be bottled in bone, and *too* to be, if we thought they would be as good, sold separately that way.

But instead, we think it better to reduce these whiskeys to 90 proof — to make them lighter, milder. Then we bring these separate whiskeys together, so as to unite *all*

their individual virtues in *one* whiskey that is fine — by far — than any of them could be alone.

Ask for Four Roses — today — and make the comparison we've suggested. We think you'll agree it's America's finest whiskey. *Franklin Distillers, Inc., Louisville and Baltimore*

FOUR ROSES

EVERY DROP IS WHISKEY AT LEAST 4 YEARS OLD



A BLEND OF STRAIGHT WHISKIES 90 PROOF • THE STRAIGHT WHISKIES IN FOUR ROSES ARE FOUR YEARS OR MORE OLD



AT THE BATTLE OF OMDURMAN—REFOUGHT FOR TECHNICOLOR CAMERAS ON ITS ORIGINAL TERRAIN IN "FOUR FEATHERS"—BRITISH TROOPS AVENGED THE MASSACRE OF GENERAL GORDON

MOVIE OF THE WEEK:

Four Feathers

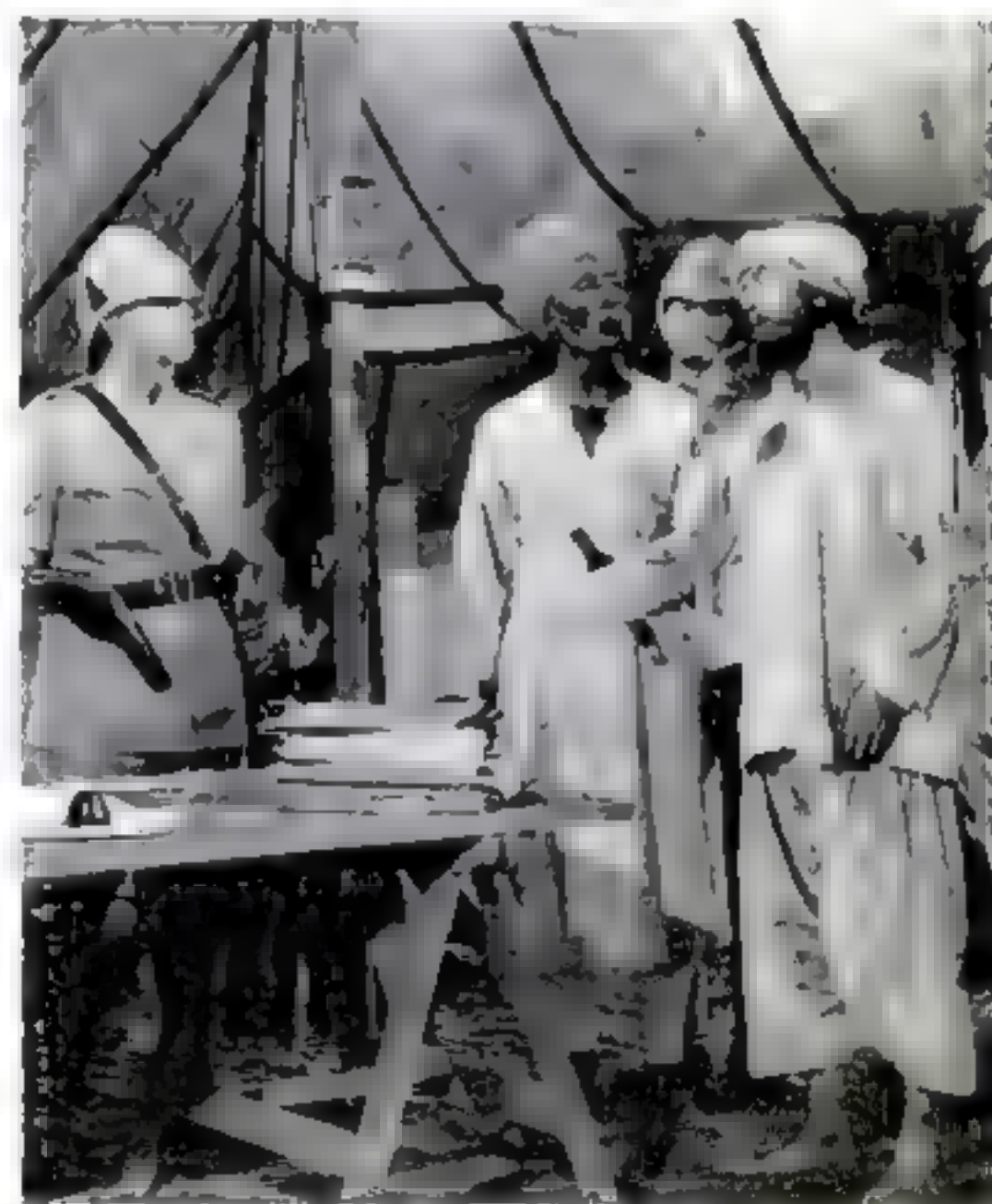
in which England regains the Sudan

What the winning of the West is to U. S. history, the spread of England's colonial Empire is to hers. British producers are now mining this rich vein of cinematic material at full speed. *Four Feathers* concerns the events leading up to the Battle of Omdurman in which, on Sept. 2, 1898, 28,000 British troops led by General Kitchener mowed down 40,000 Whirling Dervishes, Fuzzy-Wuzzies and other tribesmen, thus re-establishing British influence in the Sudan.

Unlike Hollywood Westerns, British historical pictures are likely to be controversial because, while U. S. Indians are a dead issue, British subject races are a live one. Pictorially splendid and historically accurate, *Four Feathers* will probably annoy native audiences as much as its predecessor, *Drums*, which last month caused argument, protests and threats of boycott in India.



Harry Faversham (John Clements) timidly quits his regiment on the eve of its sailing for the Sudan. Three of his friends and his fiancée give him white feathers, as a reproach for his cowardice.



To atone, Harry goes to the Sudan, disguises himself as native so his own colonel fails to recognize him. Story by A. E. W. Mason is an English favorite.



Supply ships sailing up the Nile are harassed by native sharpshooters in the hills. To draw the natives away from

the water, Kitchener, according to *Four Feathers*, sets out a small scuttling force under Captain John Durrance.

The scuttling force serves its purpose. It is surprised by Fuzzy-Wuzzies on the banks, gets decimated in the process,



When two messmates who sent him feathers are raped by Dervishes, Harry, disguised as a flute player, gives them message of hope. This occurs after he has saved the life of John Durrance, blinded in Fuzzy-Wuzzy massacre by guiding him safely back to headquarters.



Harry returns a feather to its donor after each of his quests of heroism. Back in England and a hero, he earns the right to return his fiancée's feather by reliably confirming her garrulous father's favorite after-dinner story. *Four Feathers* cost \$2,300,000, took two years to make

Luxury sheets no longer just for Heiresses!

NOW PENNY-COUNTING BRIDES CAN AFFORD PERCALE, TOO!

THE IDEA of being able to fit percale sheets into a budget would probably have made your mother laugh out loud a few years ago. "Why, percale is just about the most elegant kind of

sheet you can buy!" she would have exclaimed.

It was—still is! Soft and light and silky-smooth. And it is just about the crispest, freshest, cleanest texture next to your skin you can dream of!

But while percale sheets are still a blissful luxury—they aren't out of reach any more! For Cannon has succeeded in producing percale sheets that cost you only a few pennies more than heavy-duty muslin.



Beauty plus "staying power!" And here "quality" shows itself in performance as well as loveliness. Laundry tests have proved that these Cannon Percale Sheets will take *four years'* washings—and still be in good condition! That's because of their strong-fibred cotton and firm, close weave—25% more threads to the square inch than in even the best-grade muslin!

NEWS! Cannon Hosiery! Pure silk... full-fashioned... sheer and lovely... better made to cut down "mystery runs." Ask about Cannon Hosiery at your favorite store.

* This price may vary slightly due to different shipping costs and seasonal fluctuations of market prices.



They pay for themselves in saved laundry costs! Because a Cannon Percale Sheet is *half a pound lighter* than a heavy muslin sheet, you can save, if you send your laundry "out" at pound rates, about \$3.25 in laundry costs per year per bed! And if you do your own laundry, you'll appreciate the lightness of Cannon Percale because it's so much easier to handle.

Have you seen the muslin sheet that Cannon also makes? You'll be amazed at its superiority and low price!

Guaranteed by Good Housekeeping Magazine as advertised therein.



Know their size, even when they're folded! A convenient "size label" is sewed on each sheet's hem, so that a glance into your linen closet tells you instantly what sheet for what bed.



Buy-of-the-year at only \$1.49! Fresh and immaculate, packaged, ready for use, Cannon Percale Sheets sell for only about \$1.49 in most stores! (Also available in these six flower-like shades, at slightly higher prices: azure, peach, maize, pink, jade, dusty rose—with pillowcases to match.)

CANNON MILLS, INC., NEW YORK, N. Y.

Swell for hills, highway, traffic!



STOP AT THE SIGN OF
FRIENDLY SERVICE

Four Feathers (continued)



Son of the Mahdi of Sudan visits the east in camp. His fanatic father demolished the British outpost at Khartoum in 1886. In 1898 they were avenged at Omdurman.

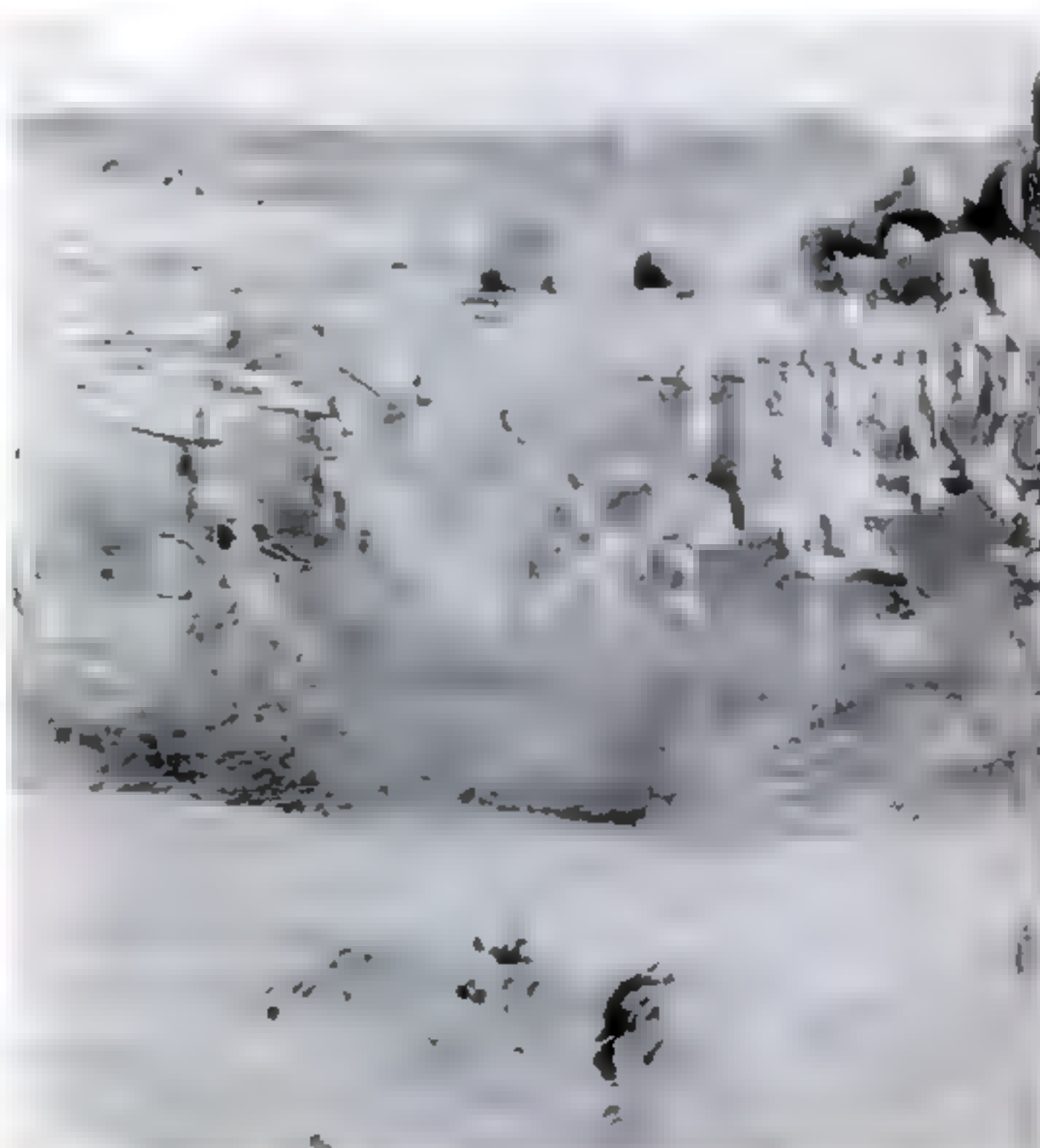
FUZZY-WUZZIES BREAK A HOLLOW SQUARE



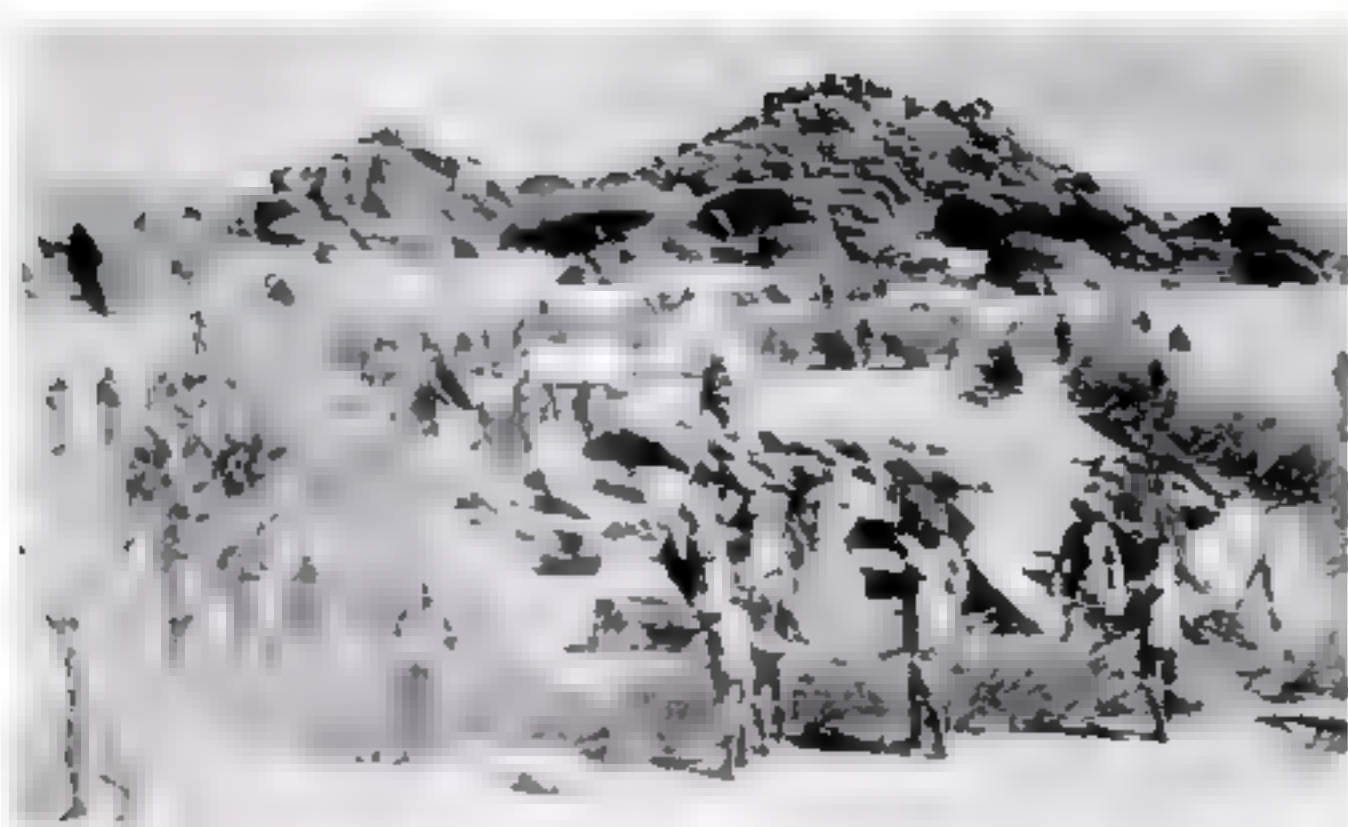
A battle sequence in *Four Feathers* adduces one historical fragment of great military interest. Campaigns in Asia and Africa had shown the British hollow square to be the most effective defensive formation evolved in the 19th Century. It was used almost exclusively in colonial warfare and baffled Napoleon at Waterloo. The only time native troops ever shattered it was in a skirmish preliminary to the famous

battle of Omdurman in 1898, when a scouting party sent out by Kitchener was caught and demolished by the Khalifa's troops.

To re-enact this tragic fight, Producer Korda obtained the services of a British battalion from the Sudan Defense Corps and 2,500 Dervishes and "Fuzzy-Wuzzies"—Hadendowahs of the upper Nile. The inset above shows a typical Fuzzy-Wuzzy, characteristically haughty, characteristically tonsured with goat fat, frizzing, and scratching fork. At the right you see the Korda version of the tragedy of Kitchener's scouts.



SQUARE BREAKS WHEN THE ENEMY SETS FIRE TO BRITONS' GRASS STOCKADE.



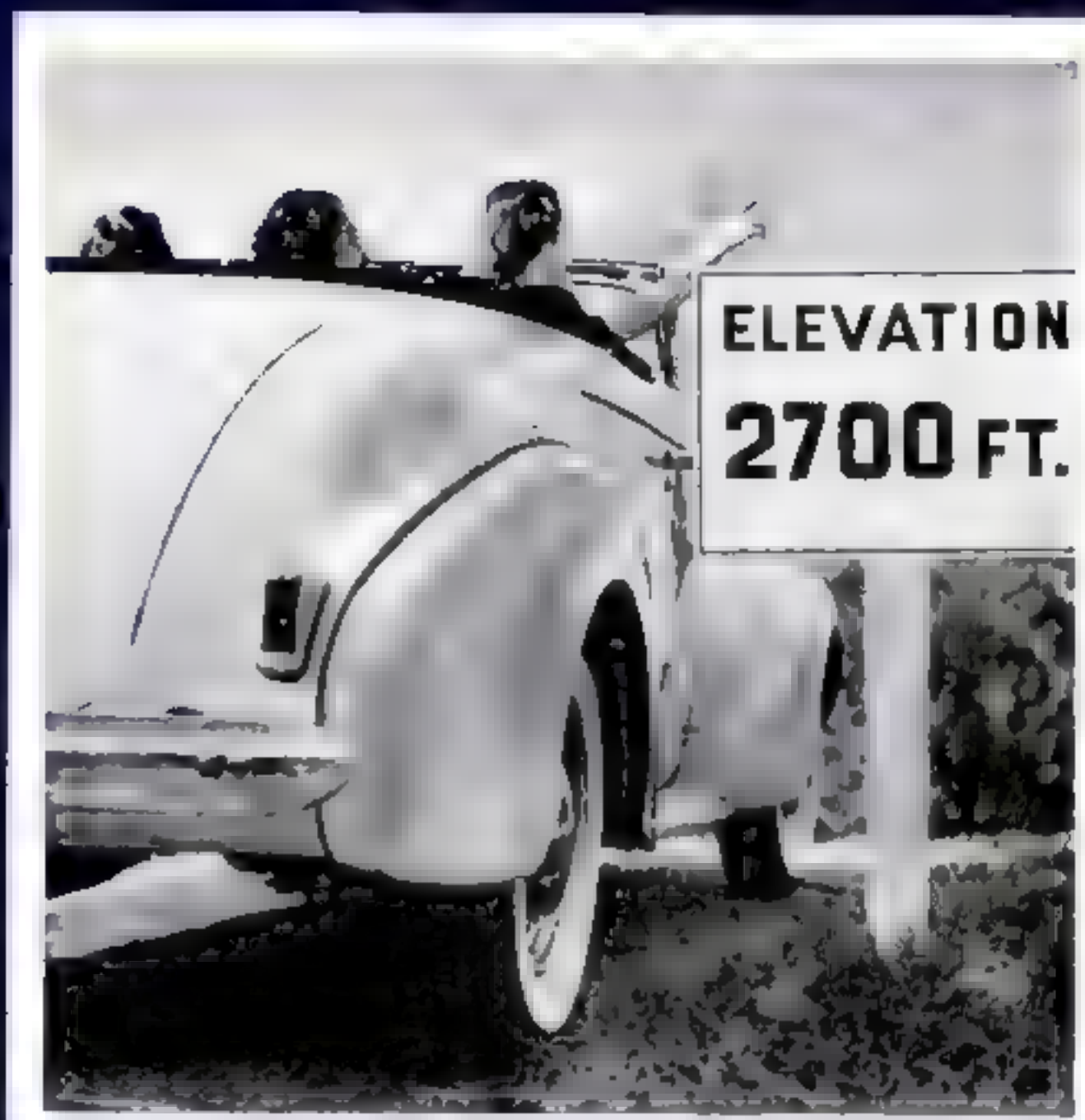
The hollow square forms when word arrives the Khalifa is about to attack. The soldiers used here were members of the British East Surrey regiment on actual duty.



At the height of the battle the hollow square stands impregnable, two men deep on each side—an outer line of kneeling soldiers, another standing directly behind them.



DERVISH TACTICS WERE LIKE THOSE OF U. S. INDIANS—RIDING, SNIPING



GET
Mobilgas
 FOR
*Balanced
 Performance*

WHY SACRIFICE mileage for pick-up... power for smoothness? Mobilgas gives you all 4 in "Balanced Performance."

That's because Mobilgas forms "small drops"... fires faster. It's scientifically cleaned. And every drop is selected for high octane value. You get full, even power! Socony-Vacuum Oil Co., Inc.



YOUNG ART STUDENTS sketch, loaf and pump in the sunlight on the steps of Toledo's Museum of Art. Recruited mostly from public schools, this free class is entirely voluntary, meets here every Saturday.

THE AIR IS FULL OF ART where these two little girls sat on the floor sketching. The picture above them is part of 26th annual show of Contemporary American Paintings held in the Toledo Museum.



TOLEDO MUSEUM

ALL THE CITY FLOCKS TO ITS FREE CLASSES



CAMERA SNAPS MADONNA

Frank Kelly is a taxi driver in Toledo, Ohio. His hobby is glassmaking. For three years he has attended free classes at the Toledo Art Museum, which has one of the world's finest collections of glass. If you get into Kelly's cab, it is a tossup whether he will chat with you about baseball or art. Through his interest in glass, he has learned principles of good design. From listening to the Museum's free lectures, he has learned about some Old Masters. Frank Kelly has equally firm convictions about Di Cosimo (opposite page) and DiMaggio.

Kelly is not unique. He is one of Toledo's 325,000 citizens who flock regularly to the big white Museum on Monroe Street. They include grocers, businessmen, housewives and most of all, schoolchildren. Sometimes they go to symphony concerts in the Museum's auditorium which seats 1,784. Sometimes they go to see the new art objects which the Museum buys every year. Sometimes they go with no interest in art but frankly for social reasons, because Toledo's Museum is a homelike place where everybody drops in. While only 18% of New Yorkers visit the Metropolitan Museum yearly, Toledo's attendance, including repeats, is 100% of its population.

The Museum was built on a tradition of pleasing the public. Its first director was George Washington Stevens, an ex-publicity man and circus rider. Its founder was Edward Drummond Libbey, millionaire glassmaker. In 1903 the Museum settled in a remodeled house and displayed its chief collection item: one mummified cat. Since then it has expanded into grander homes, its present new plant being valued at \$5,000,000. From a total endowment of \$16,000,000, its yearly income is about \$400,000. An average of \$100,000 is spent annually on new works of art, while the rest goes for upkeep and the extensive program of art education.

For its exhibits, the Toledo Museum ranks among the ten best in the country. People travel especially to see its loan shows of contemporary American art. On the following pages LIFE reproduces eleven of its 400 paintings. For its practical benefit to the community, Toledo's Museum is probably tops. To a course on home decoration last winter, Toledo housewives were invited to bring their lampshades. Many of them were smothered with tassels and rosebuds. Tactfully but firmly, those were condemned as bad art, with the result that Toledo homes today probably contain fewer atrocious lampshades than any other homes in the U. S.

Six empty galleries in the Museum wait to be filled. But with 3,250 schoolchildren coming every week to art classes and with Kelly still driving his taxi, the future of these galleries is definitely bright.



SCHOOLBOYS PARK THEIR BIKES ON THE WAY TO MUSEUM CLASS

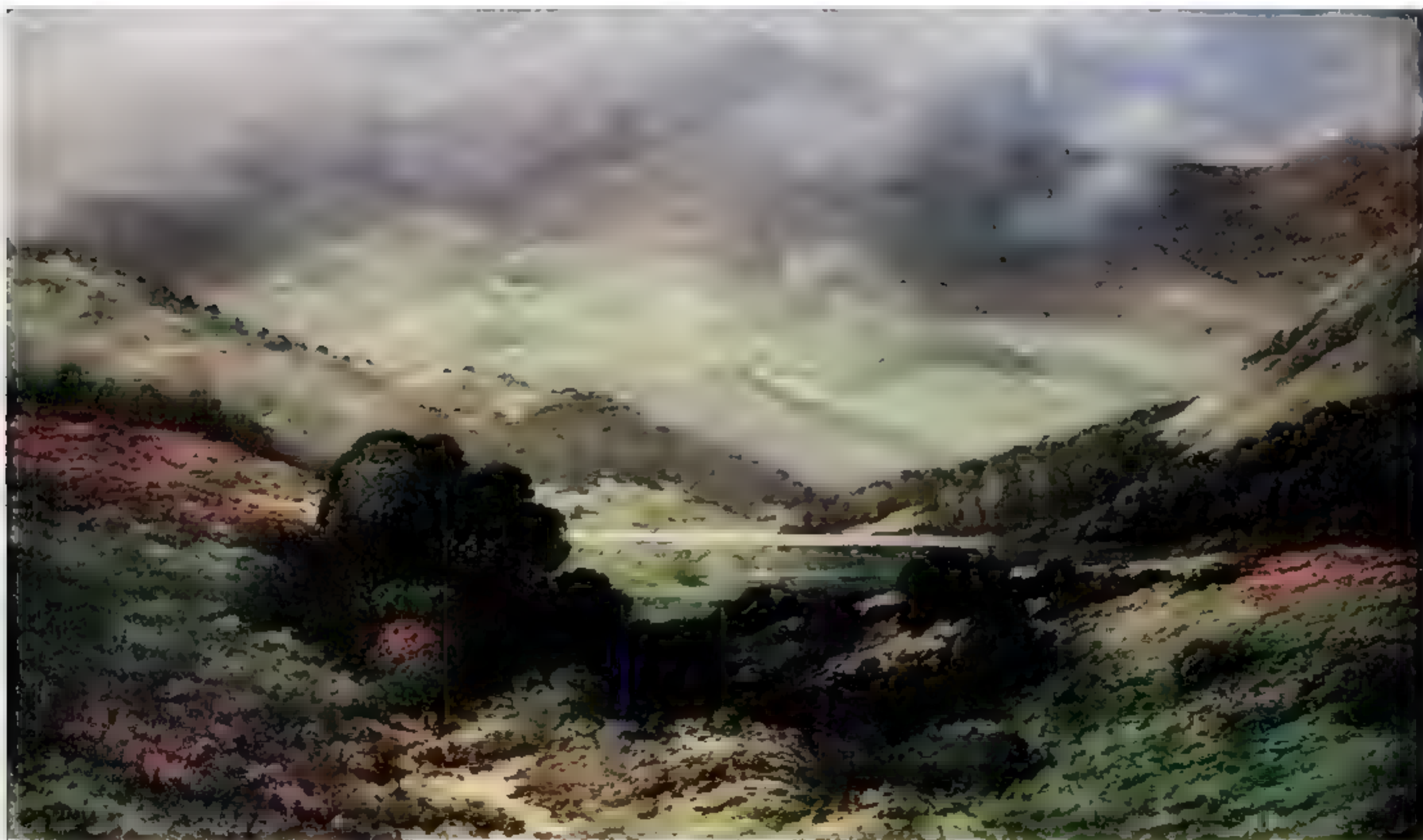


DI COSIMO

Called *Adoration of the Child*, this Italian masterpiece of about 1495 shows the Madonna reading prayers over the sleeping Jesus. Painters at this time combined deep religious feeling with a new scientific interest in the world. Notice here the rich variety of flowers and foliage, curious rocks, animals, the hillside village and a glimpse of a lake.

DORÉ

The Scottish Highlands is one of the many paintings by Gustave Doré, who is better known for his black and white engravings. With the same carefulness that made him a popular illustrator of the Bible, Doré painted these distant mountains veiled in mist, mirror-smooth pool, hills covered with heather, and in foreground the shepherd and two sheep.





VELASQUEZ

This rakish *Man with a Wine Glass* is probably about to propose a bawdy toast. Painted about 1623, it is a fine example of Velasquez' clear-cut style which made him a court favorite in Spain. He did 40 portraits of Philip IV, got the king so excited about art that he took up painting for himself. Note how the shape of the glass is repeated in the glove.



HOLBEIN

Catherine Howard was painted by Holbein when the German artist was invited to England by Henry VIII. When she posed for this portrait, Catherine was Henry's fifth and most beloved wife, had been married less than a year. A few months later Henry had her beheaded when he learned she was guilty of improper conduct before and after their marriage.

BRUYN

Art experts cannot decide whether the two paintings below represent a father and mother with their ten children or two school teachers with pupils. The director of Toledo's museum believes they are all one family because the children look different ages, share the same dark eyes, long noses and painfully sober expressions. Also they seem uniformly proud

of their long white hands with index fingers held apart. Both groups are dressed in Sunday best. The boys and man wear fur, brocade and velvet caps, while the girls show off their fine gold chains and elegant hair-dos. These two pictures were painted in the 16th Century by an obscure German called "Bruyn, the Younger," were probably ordered by a rich merchant.

BRUYN



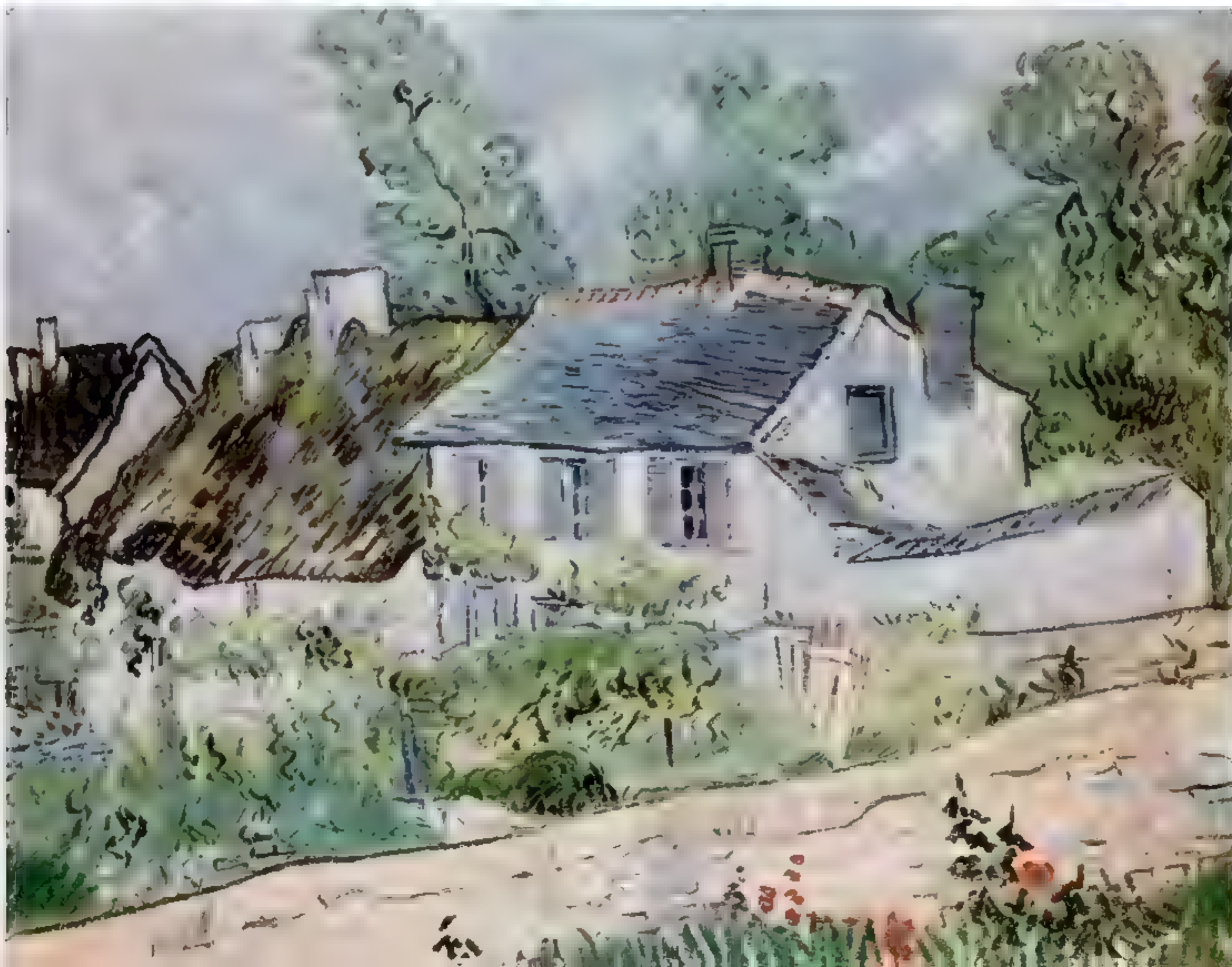


GOYA

A *Bull Fight* shows the gory climax in a Madrid bull ring about 1810. Two horses lie wounded, a pteador is being dragged from the ring (left) and the bull writhes in his death struggle. One of Spain's greuteest artists, Goya planned his work with care but painted it with the spontaneity of a first sketch.

H *ouses at Aurers* was painted in the soft light of Northern France. It is more subdued than most of Van Gogh's flaming landscapes, but lacks none of the intense vitality that made the demented Dutchman one of the finest artists of the 19th Century. Vincent Van Gogh never painted a dull square inch.

VAN GOGH





BELLOWS

Blackwell's Bridge was first painting by George Bellows ever to hang in a museum. It was bought for Toledo in 1900 by Founder Edward Libbey when Bellows was an obscure painter, aged 27. Today, 14 years after his death, Bellows ranks among the best

U. S. artists, has works in 25 American museums. Libbey admired the bold painting of these tugboats under what is better known as the Queensboro Bridge in New York City, said "I feel that some day it will be important, for the painter shows great promise."

SARGENT

Princess Demidoff was the beautiful wife of a Russian nobleman. Her patrician beauty, white-satin gown, red cape, and the large Japanese screen in the background were perfect materials for John Singer Sargent's superficial but brilliant style of painting.



White Lace is one of many creamy portraits that John Carroll paints of his wife. It illustrates his theory that artists should not imitate life, but create new kinds of beauty. An ex-cowboy from California, Carroll teaches art in Detroit and raises beef cattle.

CARROLL





SCULPTURE

Toledo's collection of sculpture, though rather small, includes high spots from the past 4,000 years. At the left is a Greek head from school of Prax-

iteles, about 350 B.C. In the center is *Dancer and Gazelles* by America's Paul Manship. At the right is *Kneeling Figure* by Frenchman Aristide Maillol.



TRINA BAKER, aged 4, is pointing out a geranium in Robert Phillips' picture, *Ground Floor*, to her classmates from the

Rowe pre-kindergarten school. They visit Museum weekly. With Teacher Elizabeth Beckman (standing) they com-

pare geranium with flowers on the tables in their school, are thus taught to link art with their own daily experience.



NEW TYPE OF STAR MAP SHOWS THE SUMMER SKY OF THE WHOLE COUNTRY

Designed by Dr. Donald H. Menzel of Harvard Observatory, this simple chart of the heavens makes it easy to identify the principal stars and constellations which can be seen with the naked eye. The bottom semicircle of the map shows the half of the sky you see from West to East when you are facing North, while the upper half (with the page reversed) shows the Southern sky.

To use this chart, first fix your horizon line. If you live 50° north of the equator (Vancouver, Winnipeg or Newfoundland), your Northern hor-

izon will be the line at the bottom of the map. If, however, you live near the 40th parallel (Reno, Denver, Pittsburgh or Philadelphia), put a ruler between the two 40° points to get your horizon line. Use the two 30° points if you live on the east-west line of San Antonio, New Orleans or Jacksonville. The times given are standard.

Three planets are visible: Saturn, Jupiter, and Mars. Polaris is the North Star. Light from Arcturus opened Chicago's Century of Progress. During August, meteor showers radiate from Perseus.

MARS

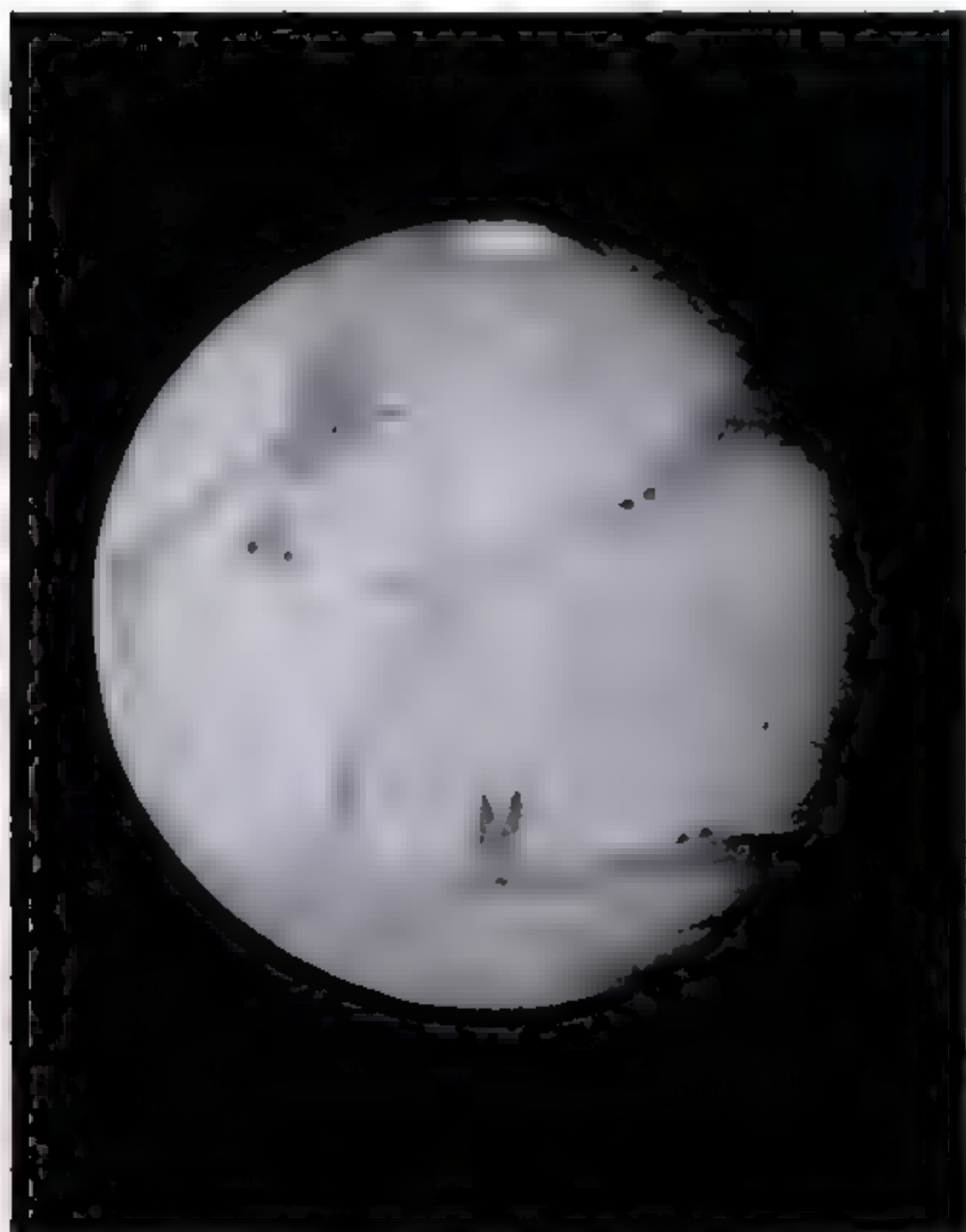
Earth's next-door neighbor pays us a call—it's only 36,030,000 miles away

Almost in the middle of the upper half of the star map on the opposite page is the planet Mars, one of Earth's next-door neighbors in the solar system. As seen in the sky this month and next, Mars is a bright yellowish-red star low in the South. Only once in from 15 to 17 years does Mars come as close to the Earth as it does this summer. On July 27 it was only 36,030,000 miles away. To astronomers the "opposition" offers a rare opportunity to study the planet's strange markings and to try to determine the gases in its atmosphere.

Of all the planets, Mars is the only one that is apparently capable of supporting life as we know it. In size it is only about half as big as Earth. It is not so dense and its pull of gravity is less. An Earthling on Mars could easily perform great prodigies of strength or jump 10 ft. in the air. Its atmosphere contains some oxygen and though it is extremely cold, the temperature at the planet's equator rises as high as 50° F. at the Martian noon.

Some astronomers, particularly the late Dr. Percival Lowell, have taken the network of straight lines on the planet's surface for canals, and this is still considered a possibility. Other observers believe that they are not artificial lines but broad, irregular belts of natural vegetation.

Viewed through the most powerful telescopes, Mars seems only as big as the moon when seen by the naked eye. No one therefore has ever seen as many details on the planet's surface at once as appear in the picture below. This is a photograph of a model on exhibit at Hayden Planetarium in New York which has been constructed from drawings and photographs.



Mars' white polar cap is presumably a mass of snow and ice like that of Earth's Arctic and Antarctic regions. The dark areas are greenish and may be vegetation.

GRAB THIS BARGAIN!

~~90¢~~ RETAIL VALUE

BOTH FOR 49¢



Try the modern Pro-phy-lac-tic Tooth Brush and the new Pro-phy-lac-tic Tooth Powder at our risk ... and at an unusual saving ... by grabbing this bargain offer while the supply lasts at your dealer's.

The regular retail value of brush and powder is 90¢. So it is just like getting the big, nationally-advertised 40¢ can of Pro-phy-lac-tic Tooth Powder practically as a gift, when you get brush and powder for only 49¢.

Remember, every Pro-phy-lac-tic Tooth Brush in this sale is guaranteed first quality. With that famous TUFF to help clean the back teeth better. With genuine ... not synthetic or imitation ... but Nature's own genuine bristles. And Pro-phy-lac-tic Tooth Powder, noted for its delightful flavor, is "accepted" as SAFE FOR CLEANING TEETH by

the American Dental Association (representing 40,000 members of the dental profession).

The money-saving opportunity in this sale is so great that dealers' stocks can't last long. So please don't delay.

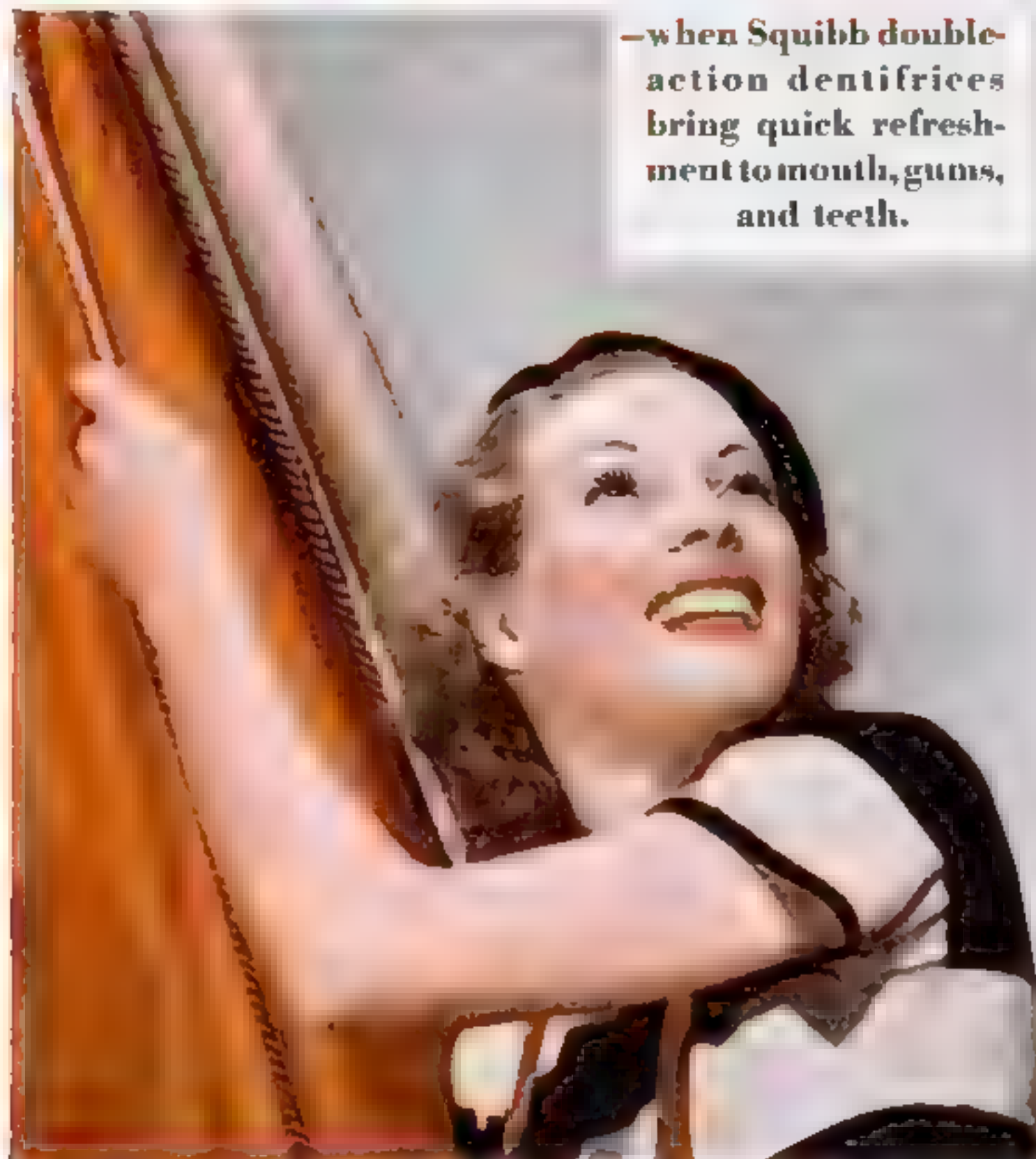
Better buy now, and buy enough combination packages for the whole family, while the price is so exceptionally low!

MORE • THAN • YOUR MONEY • BACK • GUARANTEE

If you are not pleased and satisfied with the Pro-phy-lac-tic brush or powder, return either or both, and get more than your money back ... because you buy at the special sale price and will be refunded the regular retail price.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

*You Can Taste and Feel
The Cooling Difference*



—when Squibb double-action dentifrices bring quick refreshment to mouth, gums, and teeth.

Fight Acid

when you brush your teeth!

GIVE your teeth the benefit of a scientific dentifrice. Enjoy the cool clean feeling that follows the use of Squibb Dental Cream or Tooth Powder.

These double action dentifrices not only *clean* but also help combat the enamel-attacking acids so apt to form after every meal. They contain a safe, scientific antacid which neutralizes destructive acids when it

comes in contact with them.

Lessen the likelihood of bad breath and taste. Buy a Squibb dentifrice today and brush your teeth at least twice daily.

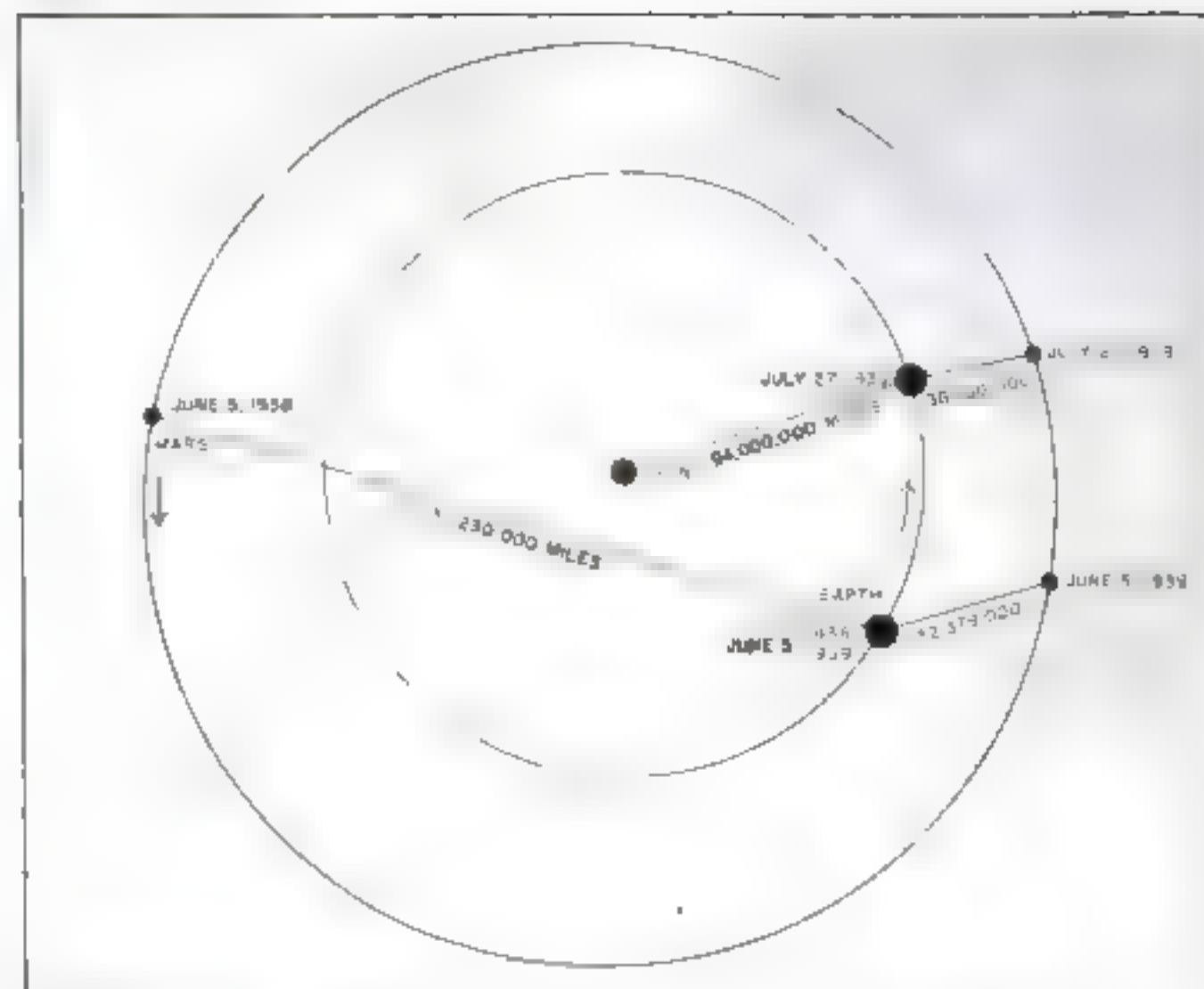
At night, massage your gums with Squibb Dental Cream and allow it to remain in the mouth. You will rejoice in the feeling of cool, clean refreshment brought by this scientific dentifrice.

SQUIBB DENTAL CREAM

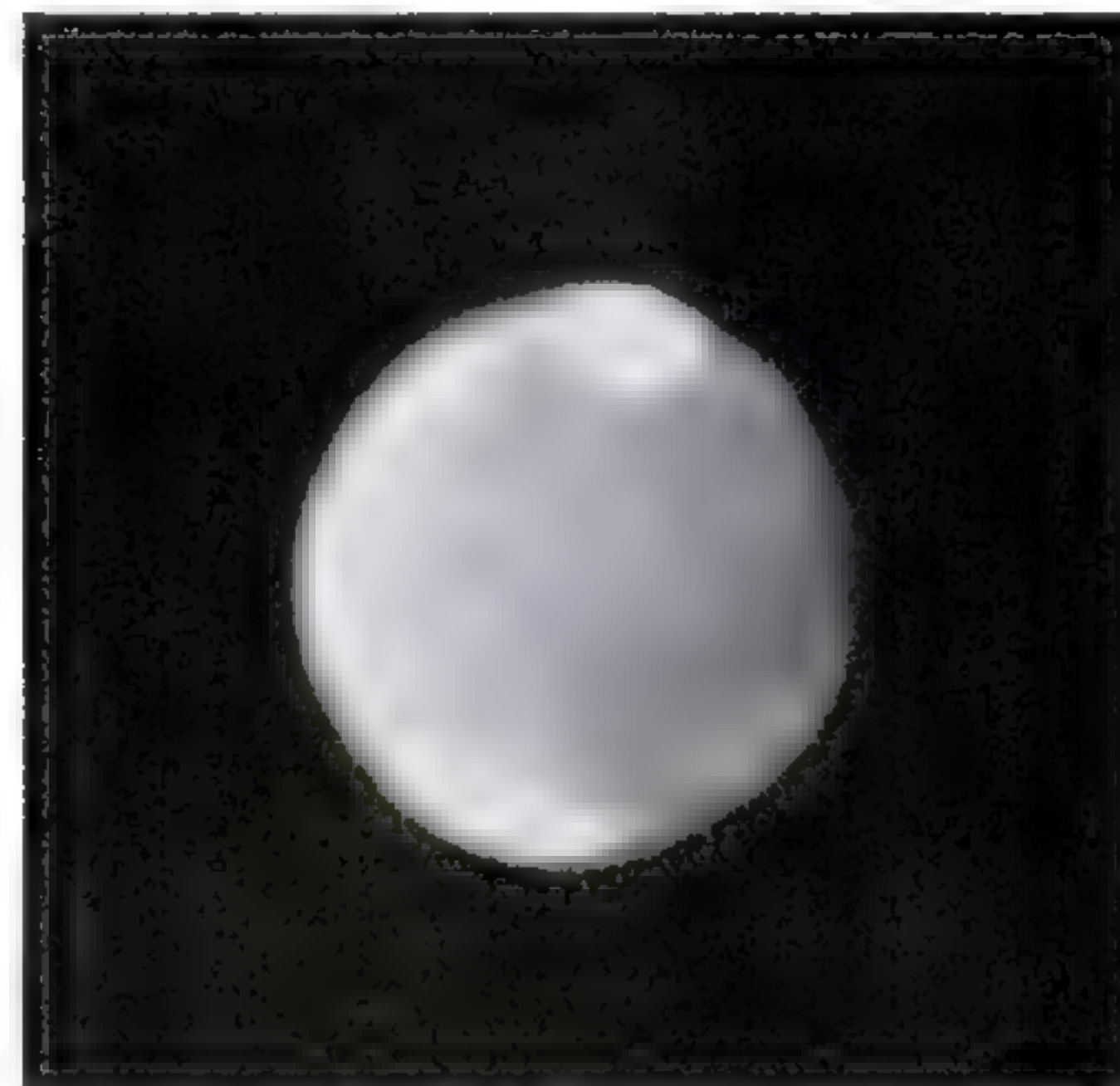
THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER



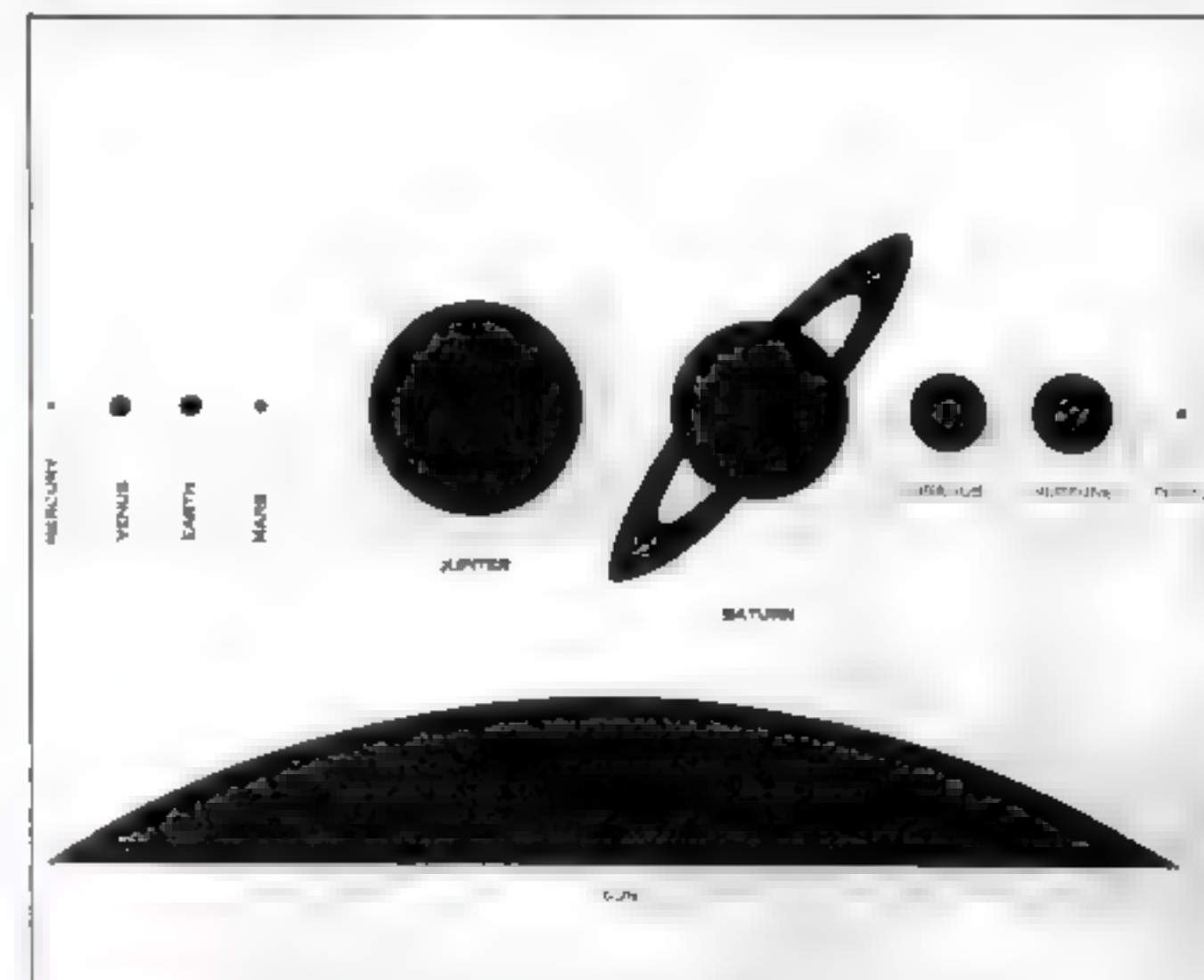
Mars (continued)



The different orbits of Mars and Earth account for the differing distances between them. The Martian year lasts 687 days and the planet is half again as far from the sun as Earth is. The relative size of the sun is greater than indicated.



An actual photograph (taken by invisible ultra-violet light at the Mt. Wilson Observatory) shows far less detail on Mars than has been seen by visual observation. The reddish "deserts" and the greenish "forests" are, however, easily visible.



In relative size Mars is a pigmy beside such giants as Jupiter and Saturn. Mars has two tiny moons, five and ten miles in diameter. One of these moons revolves so fast that to a person on Mars it would rise three times each day in the West.



"FLYING SPINNAKERS"

A hard picture to get — but Agfa Film got it!

THIS IS ONE of the most remarkable marine photographs of recent years. Such an outstanding picture is hard to get... but see how Agfa Film got it!

Agfa Film's "extra margin of quality" makes results like this possible. Agfa Plenachrome will help you get the best pictures under ordinary conditions, and *surprisingly good* pictures even under conditions that are far from favorable.

Plenachrome's high speed, fine grain, wide latitude, color sensitivity, and accurate response to light values make it a film you can *always* depend on!

Get a roll of Agfa Plenachrome Film today... and start getting better pictures. And remember, every roll of Agfa Film is guaranteed: "Pictures that satisfy or a new roll free!" *Made by Agfa Ansco Corporation in Binghamton, New York, U. S. A.*

Agfa Film



"Pictures that satisfy or a new roll free"

FURNITURE FOR MODERN LIVING

Good taste at low prices
now dominates mass market

When the children of tomorrow look back on the new homes of today, they may well find that right here and now the great period of mass good taste in furniture began. Never before, in the age of machine-made furniture, has so much good taste and intrinsic value in furniture been available for so little.

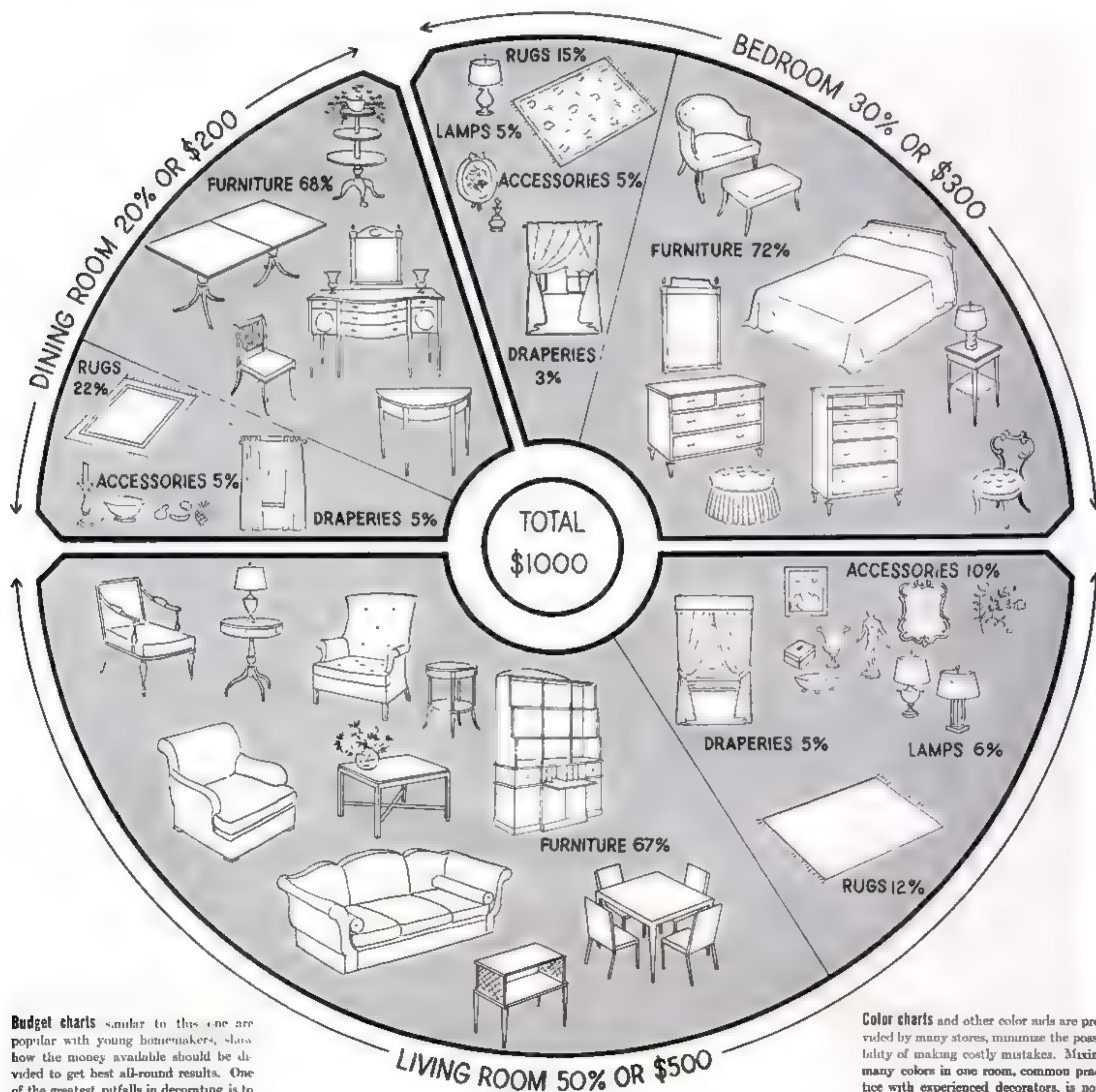
The machine which supplanted the artisan made more furniture available for more people, but it was bad furniture. It filled our homes with the showy, unstyled atrocities called "borax." Up to five years ago "borax" was the biggest seller. But the depression, which was keeping people from buying furniture, was also working to give them better furniture.

In boom times decorators have flourishing shops. In lean times decorators go job-hunting. In past lean years many ace decorators eagerly accepted jobs with stores, manufacturers and magazines. The injection of all this creative energy into the mass fields

has had amazing results. The millions who heretofore had no choice but to buy "borax," began to see other things. Then Hollywood came into line, abandoning its supercolossal penthouses for livable rooms. The public saw what it wanted, demanded it and now, for the first time, is getting it.

In this awakening of good taste in home furnishings, the stores have played a heroic role. For some years past, although furniture departments have been operating without profits, they have inaugurated decorator services to help purchasers wisely apportion their dollars. They have devised charts for color co-ordinations. In every sizeable city in the country they have set up displays of model rooms.

On the page opposite are examples of some spectacular types of room displays. No store expects to sell such rooms, but their dramatic value is obvious. For model rooms that do sell, see pages following.



Budget charts similar to this one are popular with young homemakers, show how the money available should be divided to get best all-round results. One of the greatest pitfalls in decorating is to start spending before thorough planning.

Color charts and other color aids are provided by many stores, minimize the possibility of making costly mistakes. Mixing many colors in one room, common practice with experienced decorators, is now successfully done by many housewives.



Fun with Victorian is what William Pahlmann, imaginative young decorator, likes to call this room which is one of a series on display at Lord & Taylor in New York. Mr. Pahlmann here shows

how Victorian settings need not be heavy and stuffy. Modern color combinations, modern materials and treatments give a new, gay feeling to old pieces. Mahogany bed is old Dutch.



Painting the wall was the first step in this room, one of a series of modern interiors at R. H. Macy & Co. Furnishings were planned around wall colors. Bedspreads are stitched lambskin.



Real maps and mirrors line two walls of this current-events drawing room. A long pointer for parlor lecturers stands beside the fireplace. Tables and bookcase are made of rose wood.



Boy meets Cow!

"I DON'T LIKE TO BE NOSY," said the Boy from the City, "but *what* are you?"

Elsie was so surprised she almost swallowed her cud. "Me? Why—I'm a cow," she said.

"A cow, hey?" said the Boy. "I've seen pictures of you, but I didn't think they were on the level."

"Well they *were*," said Elsie. "I'm a Borden cow—and I should think you'd know that I'm the one to thank for that delicious milk you drink back in the City."



"Oh, it's just dandy milk—and I do thank you!" the Boy hastened to assure her. "But so many things we get come in bottles and cans and packages just as if they grew that way..."



"As a matter of fact," said Elsie, "a lot of my milk *does* come in cans and packages. Take Borden's Eagle Brand Sweetened Condensed Milk..."

"I know *that*," interrupted the Boy. "Mom says it

helps her do *magic* cooking. It makes swell cookies and candies and cake frostings in almost no time. Gee, they're good!"



"Yes," said Elsie, "and your Mom will tell you that's because my milk is so very good in the first place. That's also the reason Borden's Evaporated Milk adds such a fresh, natural flavor to the cream soups and mashed potatoes she makes."

"Yes, but how about that milk you say comes in packages? How do you explain *that*?" asked the Boy, trying to trap Elsie.

"That? Oh, surely you've tasted some of Borden's Many Fine Cheese Foods," mused Elsie.



"Lots of times," said the Boy. "For lunch, and after school, and..."

"Well, *they're all* made from my milk," explained Elsie. "And they're all pure, and wholesome, and

tempting as can be. For example, there's Borden's Chateau, that grand cheese treat invented in an old Canadian dairy. Chateau has a flavor, young fellow, that's never been copied, though goodness knows enough folks have *tried*. . . Then of course there's the Hollywood luncheon favorite."

"Hollywood luncheon favorite?" repeated the Boy, his eyes popping. "You mean—with movie stars?"



"Yes," nodded Elsie. "My milk helps to make Borden's Malted Milk so good, refreshing, and satisfying that Hollywood stars pick it as the mainstay of the light luncheons that are kind to their trim figures. . . And that's not all..."

"More?" exclaimed the Boy. "Aw, you're boasting! I can't think of any *other* good thing to eat that you help to make."

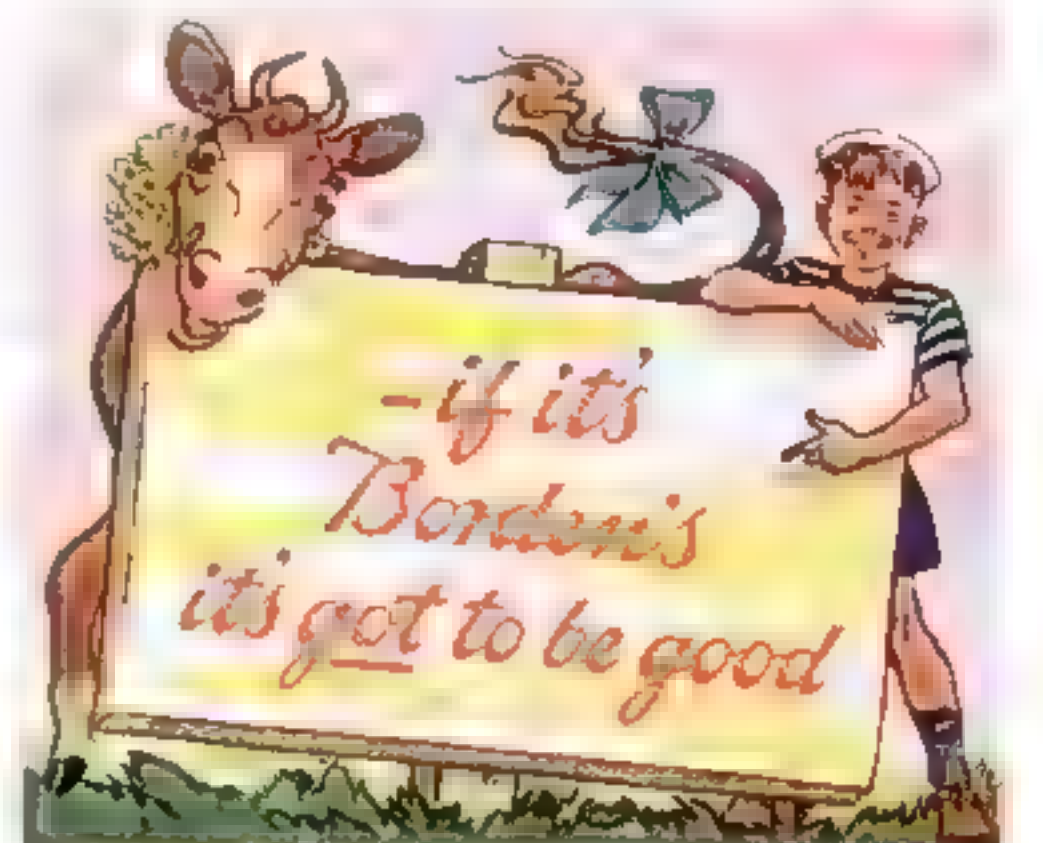
"I'll bet you could," said Elsie with a sly smile. "If you did guess it, you wouldn't be getting warm..."

"I've got it! Ice cream!" whooped the Boy.



"Yes, indeed," agreed Elsie, "and Borden's Ice Cream is pure and delicious because of all the skill and science with which Borden guards my milk. It is this extra special care that assures your family *this*, about every dairy product they use... if it's Borden's it's GOT to be good!"

To provide the best of dairy products, to guard the goodness of all Borden foods, and to bring them to your home, more than 27,500 Borden employees work in behalf of 47,000 owner-stockholders.





THIS SWEDISH ROOM AT NEW YORK WORLD'S FAIR SHOWS TYPICAL INTERIOR OF GOOD BOURGEOIS HOME. NOTE SIMPLE GRACE OF LEGS ON CHAIRS, TABLE, SOFA

Swedish furniture at Fairs is influencing U. S. taste

Among factors which influence tastes in furniture, world fairs rate high. The Swedish exhibits at the two World Fairs current in the U. S. will undoubtedly have a great effect on types of furniture bought in the next year. Carl Malmsten who designed the room above has already played a leading role in America's awakening to the beauties of modern. Two years ago Marshall Field & Co. bought from

Mr. Malmsten detailed drawings of 15 pieces of furniture. These formed the basis for the Swedish Modern (see p. 46) now widely accepted in the U. S.

To the Swedes, "Modern" is not a style but a movement, for it is constantly changing. It is based on natural form and honest treatment of material. Its aim is to produce esthetically sound goods available to all by the use of modern technical resources.

TABLE SERVICES LIKE THOSE BELOW ARE VOLUME PRODUCTS. IN COMMON USE IN SWEDEN, THEY SHOW WHAT CAN BE DONE WHEN ARTISTS, MANUFACTURERS CO-OPERATE



GOOD ROOMS ON A BUDGET

When young Mr. Clerk and the Only Girl-in-the-World go shopping nowadays for furniture they are likely to be embarrassed by a wealth of riches. In Model Rooms, Budget Rooms, Bride's Houses and Young Homemakers' Shops they see so many things they like and can afford that the only problem presented is one of choice. This is a very recent development. Not so long ago furniture displays

18th CENTURY

To the great furniture designers of the 18th Century—Chippendale, Hepplewhite, Sheraton, The Brothers Adam—manufacturers are now turning more than ever for inspiration. Reproductions and adaptations of pieces by these famous designers are available today at prices which place them in the budget or inexpensive class. The English as well as the American styles of this century long ago proved they had the charm, beauty of proportion and dignity which endure. Now a new generation is rediscovering their beauty, and 18th Century furniture leads all other periods in popularity in the U. S. At right are three budget rooms furnished in 18th Century style.



About \$450 will furnish this room. Outstanding values are the breakfast room-use secretary with mahogany veneer, priced at \$49.75, the sofa at \$65 in muslin, or \$89 as shown here, and the cocktail table at \$10.

MODERN

Although Germany, France and the American Southwest have all contributed to the revolution in furniture design which became apparent about 1925, to Sweden goes most of the credit for developing the livable, likable style now generally accepted in the United States as modern (see p. 15). It has the virtue of being graceful, yet functional. It offers welcome new wood finishes, new colors and weaves in textiles. Its simplicity and freedom from all useless decorative motifs have made it highly adaptable to the American scene. In big cities, modern is the young American homemaker's favorite style. Of all furniture sold in the first six months of 1939, about 40% was modern.



About \$450 will furnish this room, including a coach, two end tables and lamps not seen in the picture. Notable buys are the barrel chair (seen from rear) priced at \$29.75 and the large coffee table at \$14.95.

REGENCY

Past periods of elegance constantly inspire revivals of interest. Most popular among current revivals are the Victorian and Regency styles. While Victorian will probably remain a decorator's pet, Regency is being accepted by homemakers who like the heavy elegance of this period. The Regency pieces in strip to the right are authentic reproductions of furniture popular in England in the first quarter of the 19th Century. They are made entirely of mahogany, have occasional pewter inlays and Sheffield-plate trim. Although more expensive than furniture usually included in budget groups, they represent a scaling-down of prices usually set on highly styled pieces.



About \$1,000 is needed to furnish a living room in Regency elegance. The sofa, upholstered in wide-striped satin (note matching stripe of wallpaper) costs \$210. Cocktail table and magazine basket cost \$39.75 each.

consisted of endless rows of unrelated chairs, chests, beds, tables, sofas, desks. To those untutored in the ways of decorating, all this was most confusing. Those who came with the desire to buy, fled in dismay. Now those who come to look, stay to buy.

The rooms on these pages, photographed at Marshall Field's in Chicago,

show how stores all over the country are now displaying furniture. Not only has the manner of showing furniture improved, but the merchandise shown is a triumph of co-operation between store stylists and manufacturers of furniture, textiles and rugs. Colors blend, ensembling is simplified, and Mrs. Layman can now achieve harmonious interiors without benefit of decorators or a rich man's purse.

Dining Rooms



About \$250 will furnish this room in Sheraton style. The side chairs cost \$11 each, and the armchairs cost \$14. The well-designed table (with extension features) costs \$40.



About \$300 is the cost of this bleached Santaveru and maple modern dining room. Note classic influence in shape of top of chairs. Modern dining suites start at \$85.



About \$600 is the cost of furnishing this room. The chairs have seats of embroidered and painted satin. Mahogany china cabinet is a copy of a museum piece, costs \$145.

Bedrooms



About \$300 will buy the furniture in this room, including twin beds. Well proportioned dresser costs \$28.50, small occasional table, \$8.50, rug costs \$25. Note clunts on lamp.



About \$300 will furnish this room in severe modern. Note how this style differs from the Swedish modern in the living room and the classic modern in the dining room.



About \$600 is the cost of furnishing this Regency bedroom, including two tables and lamp for each side of the bed. Regency furniture is used to best advantage in living rooms.

LEARN THE RULES, MIX THE STYLES AND HAVE FUN DECORATING

"There is no such thing as a 'correct' living room any more," writes Dorothy Draper in her book *Decorating is Fun* recently published by Doubleday Doran (\$2.79). With that sentence Mrs. Draper accurately sums up the revolution going on in home furnishing.

There was a time when the homes of the rich were done in periods and the smallest accessory had to be authentic. Since the less-well-to-do always ape the rich, they too tried to create rooms which matched. They bought furniture in suites, mostly unstyled "borax," and found themselves cluttered with many pieces they neither liked nor wanted. But, just as social values have changed since pre-war days, so have the precepts of decoration.

In the modern scheme of things the "period" of a room is its least important factor. A contemporary room stands or falls on its charm, livability and how well it reflects the personality of the owner. To those who would create successful rooms, Mrs. Draper advises: "Learn a few principles of balance, proportion and restraint . . . a delight in color, an awareness of balance, a feeling for lighting, a sense of style, a zest for life and an amused enjoyment of the smart accessories of the moment."

Her book dismisses the subject of periods in a few sen-

tences. "The study of period furnishings," she writes "... is one of the most fascinating subjects in the world . . . [but] decorative styles are, after all, simply indications of a manner of living. The Victorians turned out stiff, unyielding furniture to fit stiffly corseted, unyielding figures. Louis Quinze chairs were made with low arms to accommodate the enormous full skirts affected by the ladies of the day. . . ."

Her warning to women who want to have real pride in their homes is not to be awed by the learned ones. So she devotes all her book to practical considerations. In it, she explains simple decorative tricks for disguising bulky sofas, widening living rooms and giving the illusion of space.

Of lamps she says: "Fifty-eight inches is a good-average height for all living-room lamps to measure from tops of shades to floor. . . . The main lamps in a

room should be exactly the same height from the floor. . . . All shades should be on an even line. . . ."

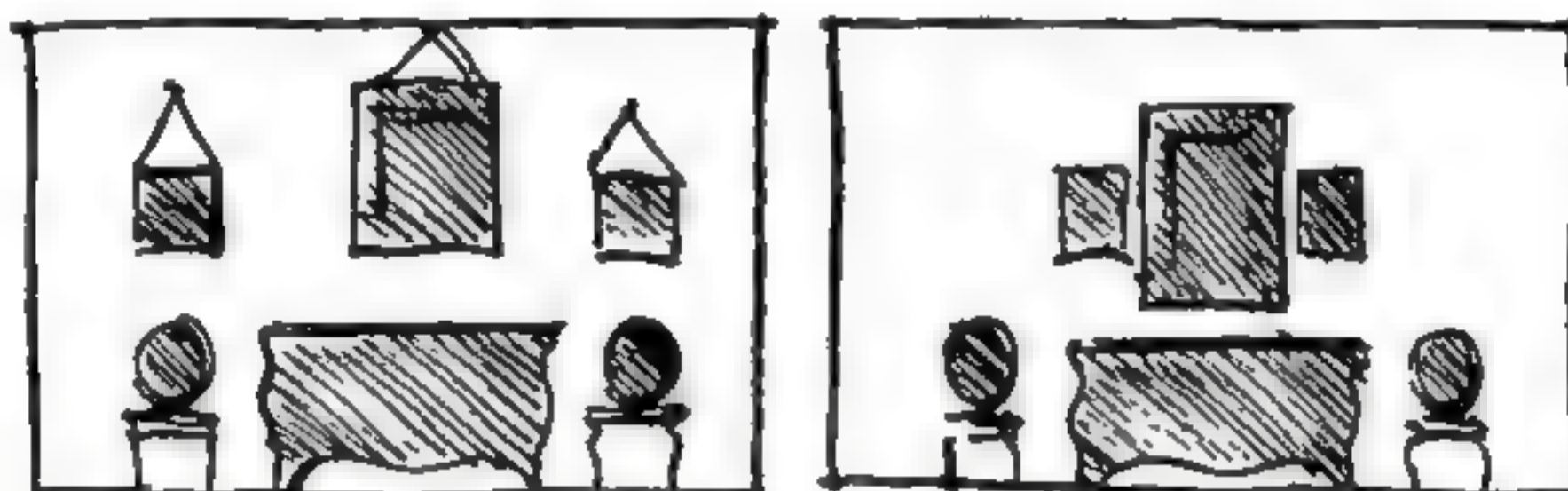
Of pictures she says: "Frames should be plain and unobtrusive. . . . They should be hung as an integral part of the group over which they are placed. . . . If humanly possible the tops of all pictures should be kept exactly the same distance from the ceiling."

Of doors she says: ". . . They are usually orphans. . . . Nobody pays any attention to them. . . . If there are too many . . . make them inconspicuous. . . . Paint them to match the walls. . . . If they are good-looking, make use of them."

Of end tables she says: ". . . Every comfortable armchair deserves its own small table. . . . If it goes beside the chair it should be exactly the same height as the end tables that flank the sofa. . . . Every other small table should be just that same height. . . ."

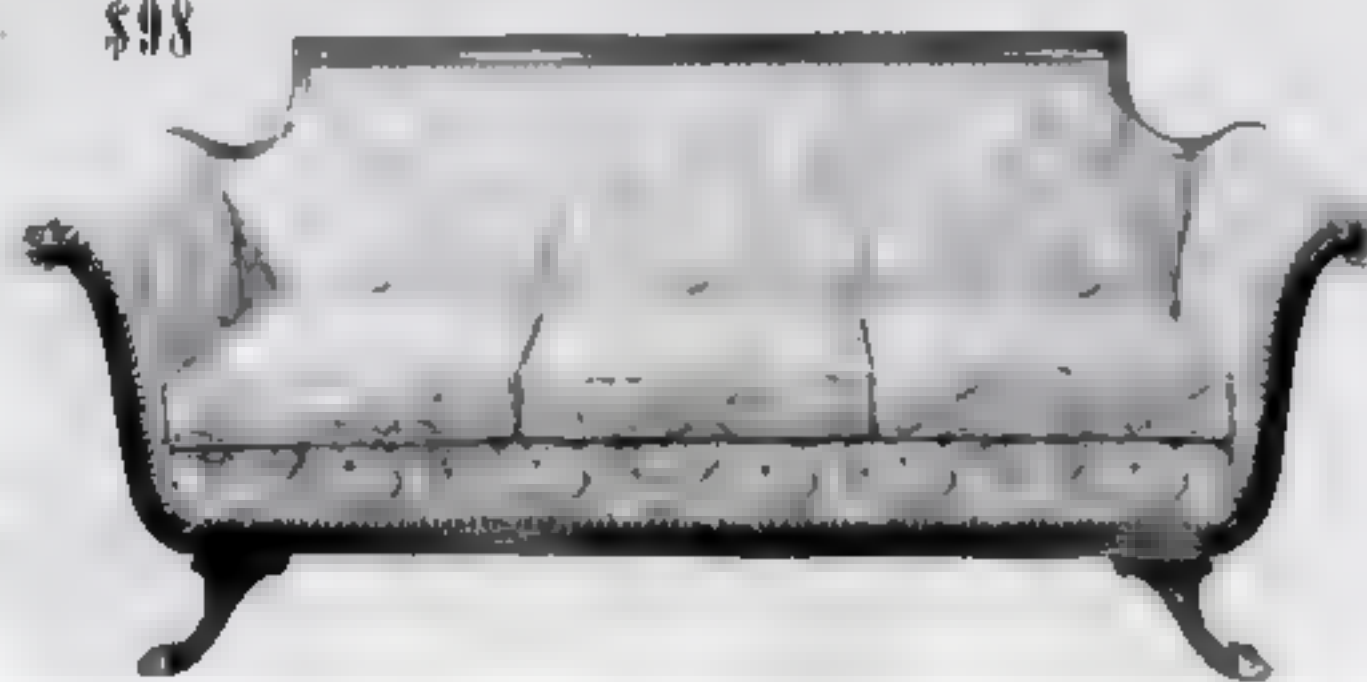
If table is placed in front of armchair . . . it should be same height as coffee table. . . ."

In the sketch at the top of opposite page, these sound fundamentals of decoration have been applied. The furniture used belongs to three different periods. Each of the pieces is shown in the strips below. Just as these have been combined in a harmonious periodless room, so can any number of the other pieces shown.



RULES ABOUT WRONG (LEFT) AND RIGHT WAY TO HANG PICTURES ARE BASED ON BALANCE

18th
C
E
N
T
U
R
Y



\$14.50



\$21



M
O
D
E
R
N



\$29.75

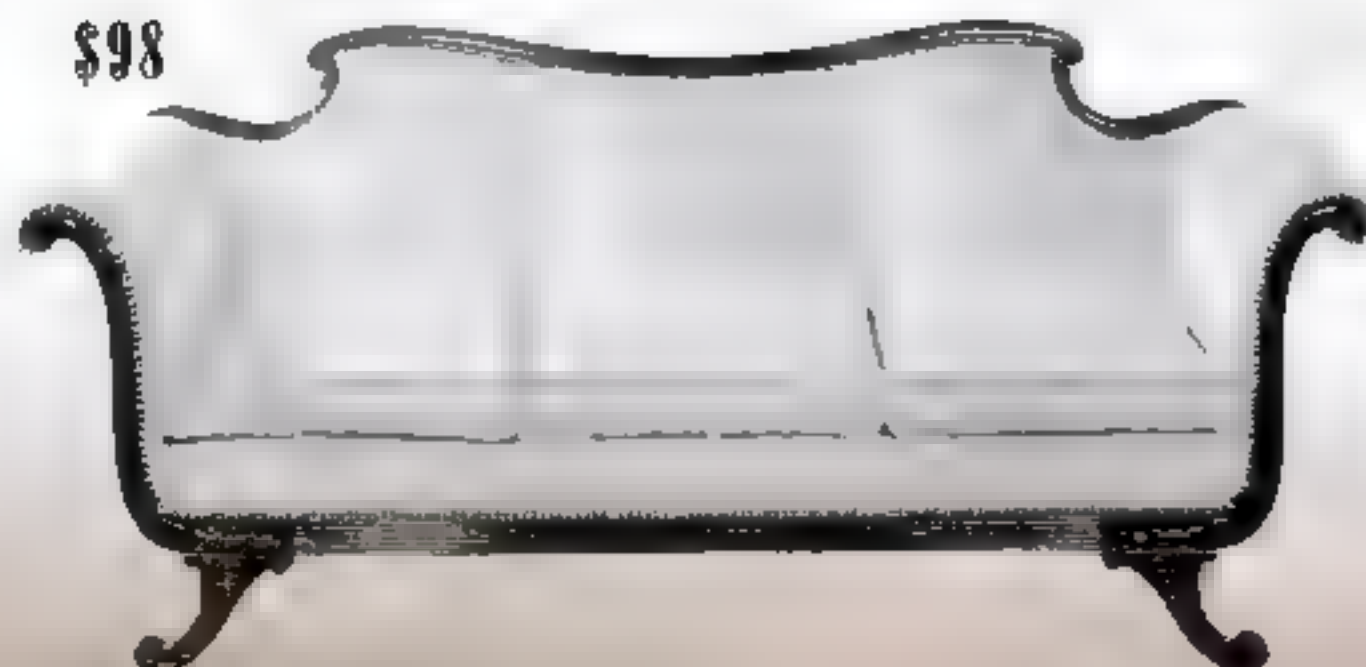


\$12.95



R
E
G
E
N
C
Y
48

\$98



\$65

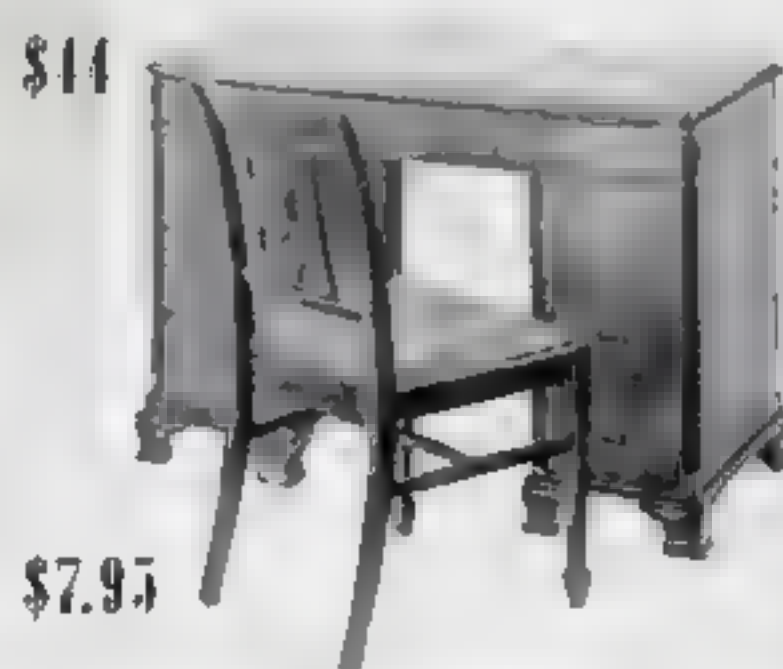


\$11.75





THIS PERIODLESS ROOM COMBINES A REGENCY SOFA, CHAIR, AND END TABLE WITH 18TH CENTURY COFFEE TABLE AND WING CHAIR, AND MODERN DESK AND BOOKCASES

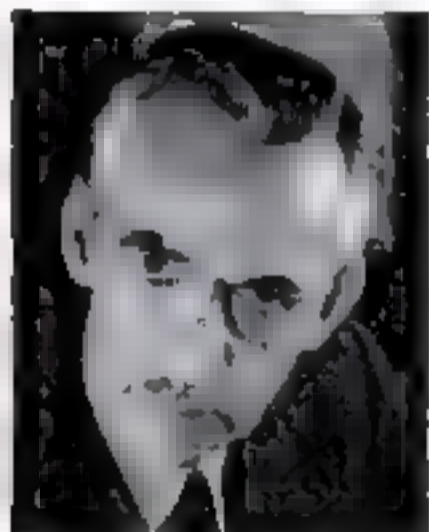




How to make love is taught at Barker Theatre in Virginia

SUMMER THEATER

REAL STARS, GOOD PLAYS REPLACE ARTY TRYOUTS



EUGENE O'NEILL

Twenty-three years ago this summer Eugene O'Neill had his first play produced in one of the first summer theaters. It was the Wharf Theatre in Provincetown, Mass. The play was *Bound East for Cardiff*. It was performed in 25 minutes.

Now O'Neill has become one of the world's top dramatists. He has won the Nobel Prize. This summer in California he is working on his new epic drama, composed of nine

full-length plays. To perform it will take 25 hours.

The growth of the summer-theater movement is even more phenomenal than the expansion of Eugene O'Neill. It was given momentum by the depression when actors and producers discovered they could make an off-season living and have good fun converting cow barns into theaters. Its peak year was 1934 when *Variety* listed 104 summer companies, mostly in New England. Many of them were arty, fly-by-night groups.

Today the summer theater has outgrown its awkward age. Only 70 theaters are listed. But most of these have been operating over five years. They put on good shows, have loyal patrons. Biggest change is in regard to tryouts. Last year 140 new plays were tried out. Ten came to Broadway. None was a hit. This season less than 40 are scheduled. Managers are learning that audiences prefer to see established hits. Second change is the visiting-star system. This summer 25 stage and screen stars are touring the straw-hat circuits, acting in the same play with different resident companies.

To help any future Eugene O'Neills and to increase their revenue, many theaters now run apprentice schools. Like the young actors at Abingdon, Va., on the opposite page, they learn all aspects of theater arts. Summer theater is still as much fun as ever, only now it is more fun for the audience.



The famous Wharf Theatre at Provincetown, Mass., is celebrating its 25th Anniversary this summer. O'Neill's sea plays were produced here.



Broadway stars act in the new Bucks County summer playhouse in New Hope, Pa. They are Hilda Stoddard

(left) and Julie Haydon resting on packing case backstage during the rehearsal of *Springtime for Henry*.

Summer Theater (continued)

GRAND ESTATE IS ACTORS' HEAVEN

On the cool lawn at right five young actors are having a wonderful time. They are rehearsing a murder play, *Night Must Fall*. Behind them rise the terraces and gray stone walls of the late William Rockefeller's mansion at Tarrytown, N.Y., which is now part of fashionable Rockwood Country Club. In the former coach house, these actors have opened a summer theater. They sleep in 18 rooms once occupied by Rockefeller's grooms. They roam over 250 acres in the hills above the Hudson. Says Ann Seranne, founder of the new theater, "It's just paradise!"

The Rockwood Theater differs from most summer groups. It has no visiting guest stars and is composed mostly of unknown young actors who hope some day to form a permanent acting company in New York. They are sponsored by Crosby Gaige, Broadway producer. Their first bill, *Aaron Slick from Punkin Creek* (LIFE, March 14, 1938), was a big hit in Tarrytown.



A modest strip tease in Gay Nineties style is performed by Beverly Nace between the acts of *Aaron Slick*. She sings *Strolling in the Park One Day*, tosses out a blue garter.







Driving to the show, three Virginia ladies arrive at the Barter Theatre in a carryall with Negro servant bringing sacks of vegetables to be traded for four tickets. Negroes sit in the balcony. They are greeted by Robert Porterfield (left), founder of the Barter Theatre.

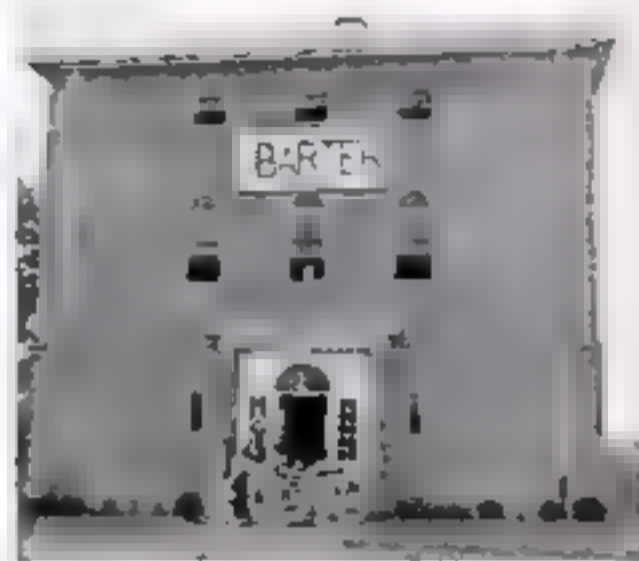


One black goat and two chickens are brought to the theater to be bartered for tickets. Live-stock like this usually rates a ticket for several performances, sometimes for a whole season. Below is a typical box-office scene with one drama-lover bringing a young turkey.



Summer Theater (continued)

BARTER THEATRE TRADES DRAMA FOR HAM AND EGGS



What sounded like the craziest idea in the history of the U. S. theater is now a booming success. It is the Barter Theatre at Abingdon, Va., where you can offer 40¢ worth of turnips, eggs or anything good to eat at the box office and be admitted to the show. A Noel Coward comedy is worth 2 lb. of butter.

Like many summer theaters, The Barter was born of depression. Its creator was a Virginia boy named Robert Porterfield. From his own job hunting on Broadway,

Porterfield knew plenty of hungry actors. And he knew plenty of people back home who enjoyed a good show and who raised more food than they could sell. To make everybody happy, Porterfield needed only to bring food and actors together. Broadwayites said it could not be done. In 1933 he did it.

This summer for the seventh season of his theater, Porterfield has assembled a company of 38 actors. He pays no salaries, but feeds them well, houses them in dormitories of the disbanding Stonewall Jackson College for women. On the campus is the college auditorium (inset above) where they open eleven plays during the summer. Each runs for three nights, then goes on a ten-day tour of mountain towns and resorts in an ancient bus widely known as "Bessie."

In June, Porterfield arranges for a supply of staples like milk, cornmeal and greens, in exchange for season tickets. Other items come by themselves. One lady bakes a celebrated marble cake which she delivers weekly. Others bring cucumber pickles, lard, jelly, smoked hams, honey, gooseberries, ducks and even flowers for the table. One farmer dragged his cow to the box office, asked how much milk was required for two good seats, and extracted the price of admission on the spot. About 50% of the audience bring produce, the rest pay the 40¢ admission. Weekly cash gross is about \$450. Porterfield pays playwrights in produce, once sent a smoked ham to Vegetarian George Bernard Shaw.

Best proof of the Barter Theatre's success is that with all the melons, eggs, tomatoes pouring into the box office, none has ever been thrown at the actors.



Box-office receipts for one night showed this impressive total of edibles. They include vegetables, canned fruit, hams, live chickens. The little boy, however, was not traded in.



Outdoor fun is an important part of all summer theaters. These young actors at Abingdon are getting ready for a musical-comedy rehearsal. To lumber up, they kick off their shoes

and frolic on the blue grass of Virginia, while the boy at the portable organ pumps out a dance tune. In the distance at the right they can see the beautiful Blue Ridge Mountains.



With a sewing machine on the lawn, Barter actors make their own costumes for an operetta called *Lady Baltimore*. The girl on the porch is being fitted into a gown 105 years old.



The Killer shoots his girl in this scene from *Blind Alley*, a Broadway melodrama presented by Barter actors. Audiences liked this show but on the whole they prefer light comedies.



The most exciting moment for a young actress is shown in this overhead shot of Diana Barrymore. She is waiting for her cue backstage at the Ogunquit Playhouse, where she acted her first part.

DIANA BARRYMORE ACTS IN ROYAL FAMILY STYLE

A new member of the theater's royal family took her first curtain call this summer. She is Diana Barrymore, 18, daughter of John Barrymore and his second wife, Michael Strange. In private life she is called Diana Barrymore Blythe because the Barrymore family's legal name is Blythe.

This summer at Ogunquit, Me., she tackled her first professional role as Alice Sycamore in *You Can't Take It With You*. She was paid \$200 for the same week that her famous Aunt Ethel (opposite page) received \$1,000 for acting in *Stockbridge*, Mass. Behind her Diana has four generations of great actors. Most of all she admires her Uncle Lionel, whom she has never met but of whom she does imitations. Critics say that Diana is a natural actress, already developing the Barrymore grand manner. She talks with a slight Barrymore huskiness, occasionally flashes the Barrymore leer.

This fall Diana would like a Shakespearean role but says she will be glad of any job she gets. She and her father may act together in his new play *My Dear Children*. Diana would act the part which was being played on tour by John's fourth wife, Elaine Barrie.



Diana plays on sandy beach at Ogunquit with Actor Damjan O'Flynn. She usually spends her summers in Europe, says American vacation resorts are "horrible."



Diana reads and rocks in her own cottage which she rented at Ogunquit. On her lap is her pet dog, Mocha, which she brought over from Paris. Diana lives here alone with her French governess.



Diana makes up in her dressing room. Telegrams around mirror in actress style are not real. Their messages are lines of X's typed by her publicity agent.



ETHEL BARRYMORE

Queen of the royal family is Ethel Barrymore, shown above as the 101-year-old grandmother in *Whiteoaks*. Ethel herself is 59. A tireless troupier, she is now touring the summer theaters in *Whiteoaks* with her own company of 13 actors. Her 28-year-old daughter, Ethel Barrymore Colt, is also acting for summer audiences with the Jitney Players. Next fall, in a new drama called *Form of Three Echoes*, Ethel will

play the part of an old lady in South Africa who sleeps in a coffin.

When LIFE's photographer visited her dressing room after a Saturday matinee in Stockbridge, Mass., she was listening to baseball scores on a portable radio. She herself suggested this Whistler's *Mother* pose, managed to assume expression of a dear old lady while rooting for the Yankees.

LOST COLONY PLAY IS CAROLINA HIT

With the Atlantic Ocean as a backdrop and a salt wind for off-stage noise, the story of America's first English colony is now being acted on its actual site at Roanoke Island, N. C. It commemorates the 350th Anniversary of the birth of Virginia Dare, first English child born in America, and the establishment of the famous Lost Colony in 1587.

Unlike most historical pageants, *The Lost Colony* became a smash hit when it was first performed three years ago. Now in its third summer, it has played 100 performances, has been seen by 200,000 tourists.

As written by Paul Green, Pulitzer Prize dramatist, *The Lost Colony* sticks closely to historical facts. In 1584 Sir Walter Raleigh sent two vessels to select a site for a colony in the New World. They returned with glowing tales of an island paradise. As proof, they delivered at Queen Elizabeth's court a tobacco plant, two live Indians and a potato.

After two more scouting expeditions, England sent out 121 men, women and children as colonists who arrived in July on the little island. Through two winters they scanned the horizon looking for English supply ships. But none came. England needed all her ships at home to defeat the Spanish Armada. Nobody knows how many colonists died. The pageant closes with the remaining few disappearing into the wilderness to look for help. On a tree at Roanoke they carved one cryptic word "Croatoan." Croatoan was a neighboring island inhabited by friendly Indians. That is all anybody knows.

Expenses for the pageant were contributed by the WPA and many local groups. The University of North Carolina has provided leading actors. Most of Roanoke Island is involved in the play and plans to make it an annual event. Local fishermen, lawyers, teachers and boatbuilders make up at night and act in the pageant. Many small boys are hoping to grow up and replace the 50 CCC lads now acting as Indians.



First English child born in America is christened Virginia Dare in this scene from *The Lost Colony* at Roanoke, N. C.

Church built of jumper logs is used as a permanent background to pageant which commemorates the baby's birth.

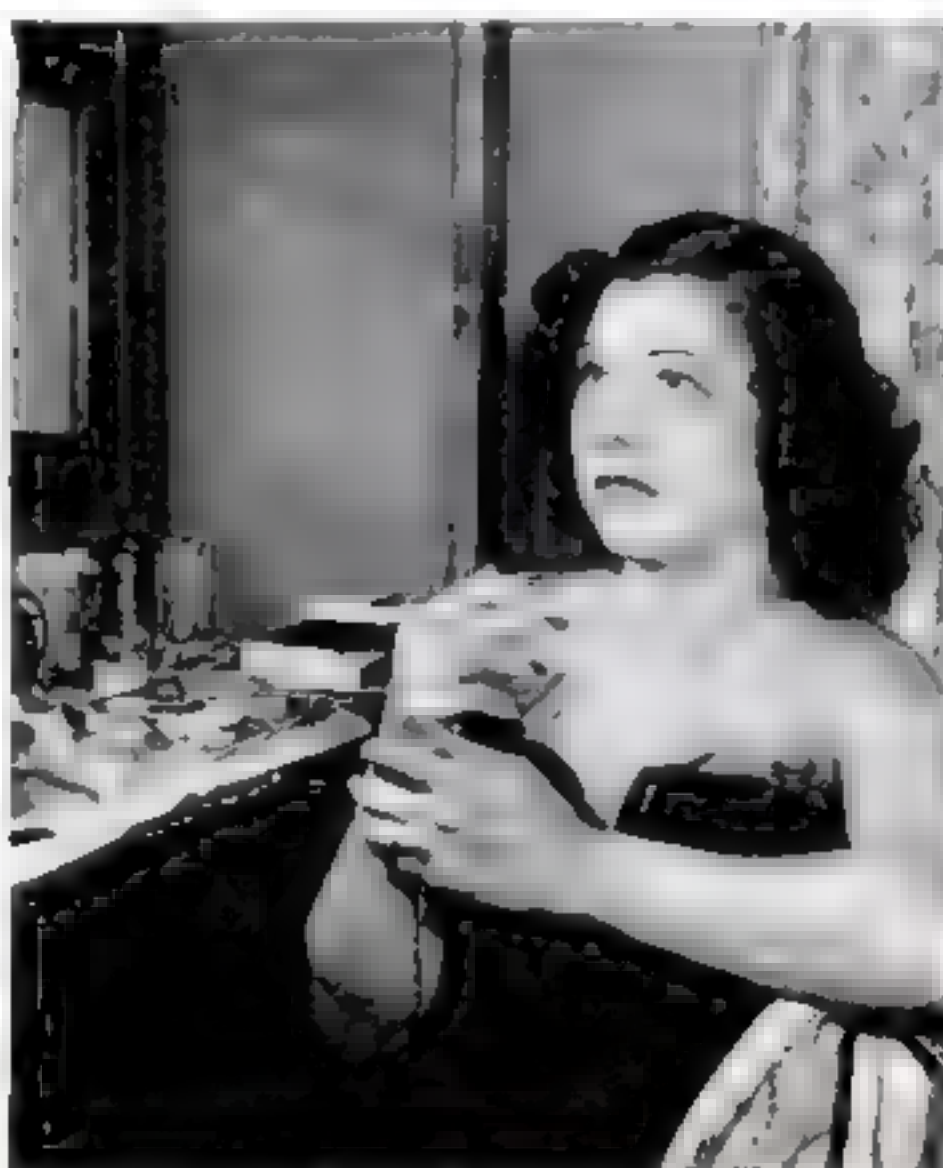


First potato brought from America to England is examined closely by Queen Elizabeth. Sir Walter Raleigh offers

persuading her to send colonies to the New World. Scenes in *The Lost Colony* alternate between Roanoke and England.



Clifton Webb, Broadway dancer, actor and member of Cafe Society plays in *Burlesque* at the Chapel Theatre, Long Island. Here he is being massaged before going on stage.



Libby Holman smokes in her dressing room while touring summer theaters with Webb in *Burlesque*. Once a noted blues-singer, she is attempting a comeback as an actress.



Julie Haydon and Edward Everett Horton play a weepy scene from *Springtime for Henry* at the Bucks County Playhouse, New Hope, Pa. A popular movie comedian, Horton



Harvest dance by Brian Ford the actor is a key spot in *The First Colony*. Actor, godson of congressional tax-payer of large harvest stage. Dancer is Fred Howard, native of North Carolina.



A solitary actress sits in the amphitheater by the sea where *The First Colony* is performed on Roanoke Island, N.C. From log tower, spotlights are directed on the stage.



is here acting his first stage role in six years. Julie Haydon, playing Horton's secretary, is tackling one of her first comedy roles. Her Broadway success was in *Shadow and Substance*.



Jean Muir, Hollywood actress, comes to Mohawk Drama Festival in Schenectady, N.Y., to play Katharine in *Taming of the Shrew*. Here she is tamed by Actor William Post Jr.



Fay Wray of Hollywood and New York lies in a field of daisies at Skowhegan, Me., where she played at Lakewood Theatre in George Bernard Shaw's *The Devil's Disciple*.



OFF-STAGE COMEDY

Not intended for an audience is this comedy which LIFE's cameraman snapped outside an actor's bungalow near Lakewood Theatre. Mr. The performers are two out of some 1,200 show people who vacation and work in summer thea-

ters. They give over 700 shows during the season. Their usual weekly salary is \$40. When most of them return to Broadway in the fall, they stand about a 50-50 chance of landing a job. But now they are quite happily employed



- Come in and say "Hello"
- Talk to us about LIFE
- Read your hometown newspaper
- Watch a television show
- See our latest March of Time movie plans
- Or just sit and relax high above the city.



ADMISSION BY CARD ONLY... SEND FOR YOUR GUEST CARD...

AN OPEN LETTER

to you who buy LIFE at the newsstand

INVITING YOU TO VISIT US IF YOU ARE IN NEW YORK THIS SUMMER

FROM THE OFFICE OF THE PUBLISHER

LIFE

TIME AND LIFE BUILDING
ROCKEFELLER CENTER, N. Y. C.

Dear LIFE Reader:

If you are in New York this summer during the World's Fair, I am hoping you will drop in at our Readers' Library and say "Hello" to us.

We at LIFE have always been sorry that we had no way of meeting our widely scattered readers and talking to you face to face. And now that so many of you will be passing within a few steps of our offices in the TIME & LIFE Building in the heart of New York's Rockefeller Center, we feel that this is our opportunity to invite you to call.

At TIME and LIFE you will find no dancing girls, no displays of fireworks, no glimpses of the World of Tomorrow.

Instead we offer you a cordial welcome and a cool, roomy, quiet place high above the city where you can meet and talk with your friends and with us.

We have turned a whole floor over to you. Half of it is our Readers' Library, where we hope you will make yourselves thoroughly at home—write your letters, read your hometown newspapers (81 of them are flown here daily by plane)—or just rest and look out over New York while you recuperate between shopping tours and visits to the World's Fair.

The other half of the floor is a very informal reception room where one or more of our editors will be on hand to welcome you, where you can talk

cameras and lighting with a LIFE photographer, where you can talk printing with one of our production experts, where you can watch the news come in over the AP wires.

There is a registry to make it easier for your friends to find you in New York, and an information bureau to answer all your questions about our city. You can even spend a few minutes in our Projection Room previewing some new ideas that we are working out for the March of Time.

Naturally we cannot open our doors in this way to the general public. And so if there is any real chance of your being able to come, I will appreciate your letting us know right away on the coupon below—so we can send you a personal guest card to our Readers' Library.

We hope you will be able to be with us sometime this summer, and think we can promise you an enjoyable and interesting visit.

Cordially,

Roy E. Larsen
Roy E. Larsen

★ ADMISSION BY CARD ONLY... SEND FOR YOUR GUEST CARD...

ROY E. LARSEN

LIFE

Time & Life Building—Rockefeller Center—New York

Please send me a guest card entitling me and my family to the hospitality of TIME and LIFE at their offices in Rockefeller Center throughout my visit to New York this summer.

NAME _____

Address _____

City _____

State _____





The end of The Rock, Windmill Hill, looks toward the African headland of Ceuta in Spanish Morocco, 13 miles away. There and on the Spanish coast near Gibraltar new German

guns are trained on Gibraltar. However, Gib's beautifully protected 18-in. howitzers (range: 13½ miles) and 16-in. naval guns (range: 20 miles) considerably outshoot them

Life goes calling on Britain's General Ironside at Gibraltar

If war comes in Europe, the No. 1 British soldier to lead His Majesty's troops into battle will be General Sir William Edmund Ironside. Until late last month General Ironside was Governor of Gibraltar where LIFE called on him in these pictures. Then he left these priceless two square miles of British defense at the gateway of the Mediterranean to become Inspector-General of British Overseas Forces. Last week in line of duty he was in Warsaw conferring with Poland's General Smigly-Rydz and staff officers to co-ordinate Polish, British and French defenses in case of war with Germany.

General Ironside, now 59, has the distinction of having been the first uniformed British officer to land in France in August 1914. Called "Big Bill," he is a huge man: 6 ft. 4 in. tall, 230 lb. heavy. On the opposite page he is shown with his wife, Mariot Ysobel, and bull terriers, in the patio of Gibraltar's Government House. In Wartime he used to pin his medals on a battle-scarred predecessor of these dogs. Besides the Western Front, Ironside has fought in South Africa, Archangel, India and Iran. He has taught himself 16 languages. His new bomb shelters at Gibraltar cost its Spanish-speaking citizens some \$300,000. Said General Ironside: "We are going into the Rock—all 15,000 of us. The people can afford it. They pay a peppercorn rate of taxes and have a big credit balance rotting in the bank."



Two governors of Gibraltar. The wooden one, cut from an old Spanish bowsprit, is Elliott, who repelled the Spanish naval siege of 1779-83. He dug the first tunnels, Ironside latest.

Ironside and Admiral Evans, naval officer in command, sip their port after dinner in Government House. Except for the intense heat, social life on The Rock is most agreeable.



Elsbeth Ironside, daughter of General, takes after her mother. Elspeth enjoyed The Rock's craggy bridle paths but few horses can carry her huge father. The Ironsides also have a son.



CONTINUED



CLEANS TEETH
AFTER 6 OLD-STYLE*
BRUSHES WEAR OUT!

LABORATORY TESTS prove it. One after another 6 old-style brushes wore out while the new Tek kept its spring and cleaning power. Think what that means to your teeth and gums! These amazing, long-life bristles are exclusive with Tek.



WORN OUT. Here's what happens to old-style brushes with ordinary, natural bristles! Now look below: New Tek after 6 times longer wear in our laboratory test.



SAVES MONEY. With one new Tek at 50¢ outlasting 6 old-style brushes, you can easily save \$1 to \$2.50. Tek Jr. 25¢.

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

Tek
TOOTH BRUSH

*Now lasts
 6 times longer*

*Natural bristle brushes without the benefit of Tek's exclusive new process.



Governor Ironside inspects Gibraltar civilians, mainly Englishmen, uniformed as special emergency constabulary for the natives.



In Governor's office, Ironside is backed by a map of his Gibraltar command. At bottom of map are the docks on Gibraltar's west side.

Life calls on General Ironside (continued)

Life on Gibraltar is a tidy and ancient routine, notable for the ceremony of the keys each night (see below). All officers and men are trained to live with the tradition of Gibraltar's impregnability against surprise or assault. The legend is that when the Barbary apes that clamber over the ridge of The Rock are seen no more, Britain will lose Gibraltar.

The chief job of Governor General Ironside was to make the rock invulnerable against planes, as well as against land and sea attacks. He dug bomb

shelters in the solid limestone for the civil population of 15,000. He built land barricades against the Spanish and improved the big gun batteries cunningly hidden in the Rock. He enlarged the dry docks.

Right or wrong, Britain now figures that Spain will remain neutral in the next war. But if Spain fights Great Britain, Gibraltar cannot be used as a base for British battleships, though it probably will not fall. Gibraltar has been taken by surprise, but never has been taken by assault in all its history.



The keys of Gibraltar are a high traditional symbol of the Governor's responsibility. Center one is for Water Gate at the right.

Drumming in the keys, carried by the man in the rear, is a nightly ceremony while the Governor is at dinner in Government House.



The Water Gate is one of the entrances to the great tunnels or casements, which was first cut in the solid limestone in the 18th Century.

Ironside accepts the keys for the night. A night watch is kept on Gibraltar during war and peace as on a battleship, against surprise.



Famous OLD FORESTER

**EXPENSIVE.. BUT AS
THE LABEL SAYS,
"There is nothing better
in the Market!"**

THERE is no finer tribute to the superb taste and high quality of Old Forester than its 70 year old reputation as "America's Guest Whisky." This mellow whisky costs a little more as a "guest" whisky should. But the spirit of true hospitality calls for Old Forester, a rich whisky, friendly to your taste. Why not try it? And let your enjoyment of this rich, mild Kentucky bourbon be increased by the assurance of the hand written message on the label—"There is nothing better in the market."

BROWN-FORMAN DISTILLERY CO.,
INCORPORATED
At Louisville, In Kentucky, Since 1870
100 PROOF



*There is nothing better
in the Market"*

LABEL AND FORMULA
UNCHANGED THROUGH
THREE GENERATIONS

Famous OLD FORESTER

*America's
"Guest Whisky"
Since 1870*

★★★ **HENNESSY** COGNAC BRANDY



When warm weather
 with your spirits, you'll
 find Hennessy and soda
 a pleasant companion.
 A jigger of Three-Star
 Hennessy, a few ice cubes,
 good charged water
 and the problem's solved.

- ★ QUALITY
- ★ BOUQUET
- ★ CLEAN TASTE



84 PROOF

Distilled and bottled at Cognac, France
JAS HENNESSY & CO • Established 1765

SOLE U.S. AGENTS, Schieffelin & Co.,
 NEW YORK CITY • IMPORTERS SINCE 1794

PICTURES TO THE EDITORS

24 YEARS LATER

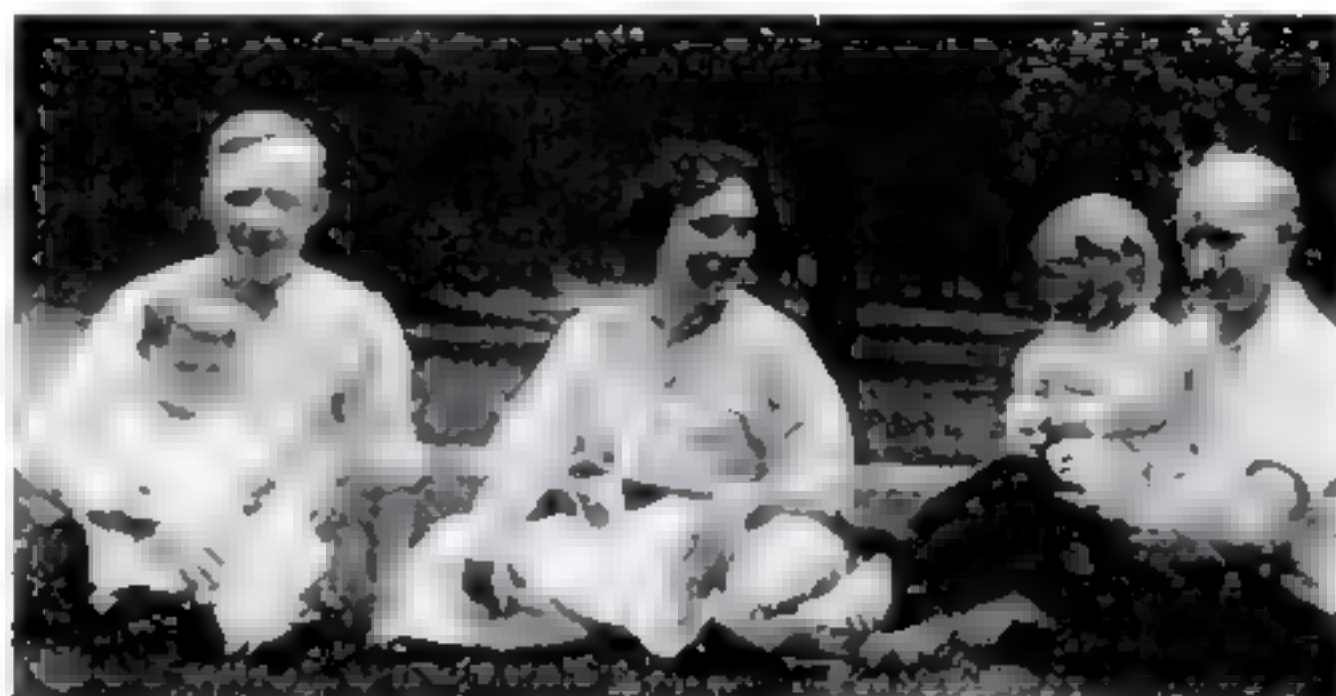
Sirs:

These pictures show a rather rare occurrence in human relations—two babies who were friends at 2 (in Torresdale, Pa.) and still friends 24 years later—such good friends, in fact, that they decided to marry.

The boy is myself, and the girl my wife, formerly Marion Elizabeth Fellows. In the first picture Marion is at left in her father's arms and I am at right in my father's arms. Mother Gale is in the center. Mother Fellows snapped the picture.

JACK GALE

Philadelphia, Pa.



1915: MARION FELLOWS AND JACK GALE, AGED 2, IN THEIR FATHER'S ARMS



1939: THE SAME GROUP 24 YEARS LATER. MARION AND JACK ARE MARRIED

DEATH IN HONG KONG

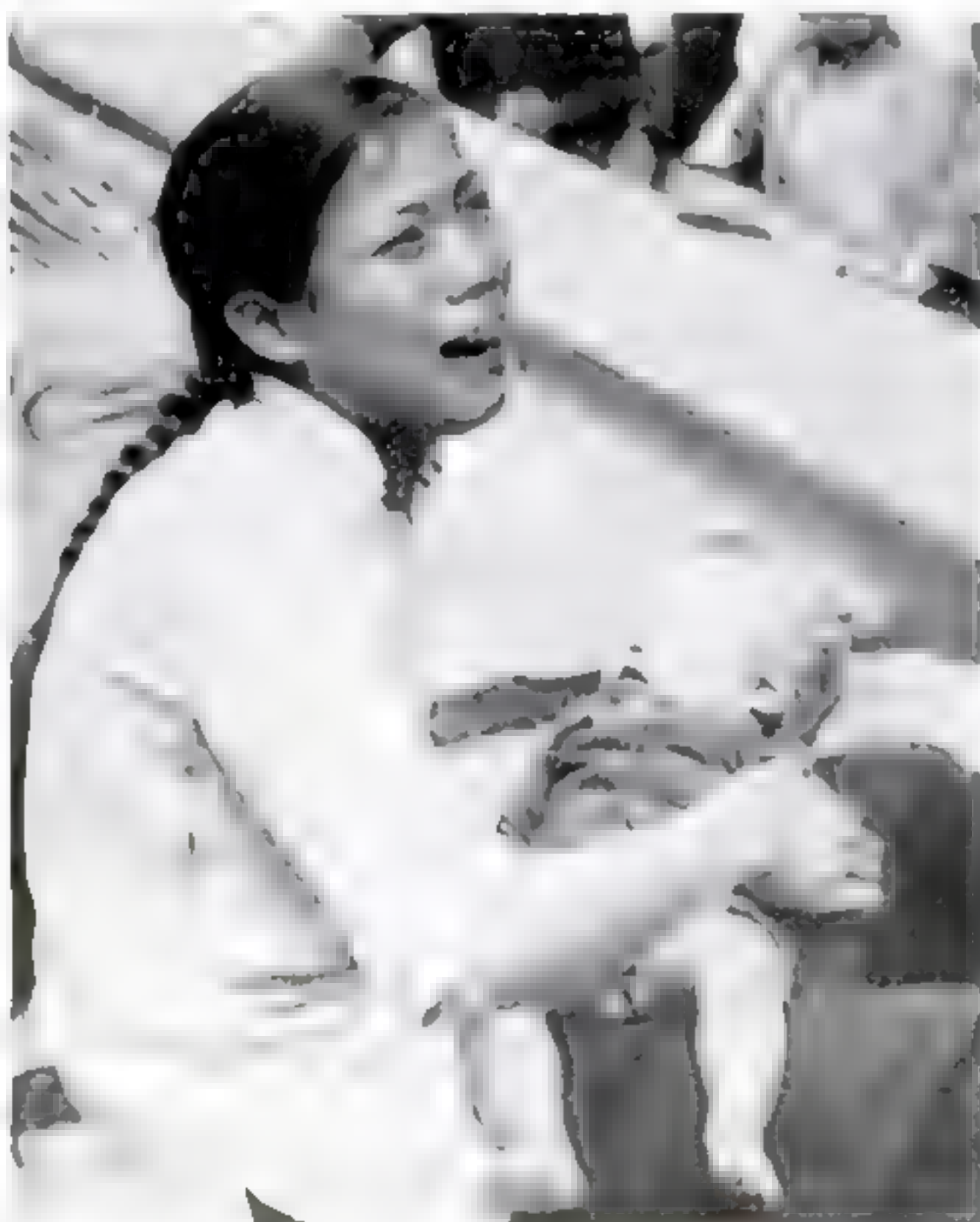
Sirs:

In Hong Kong, about June 5, this refugee Chinese baby died in its mother's

arms on a public street. I personally made this picture.

DR. WILLIAM EDLER

Pasadena, Calif.



**HEADACHE
 STRAINS THE
 NERVES—
 SO I TAKE
 BROMO-SELTZER**



GOLF CHAMP

Gene Sarazen

BROMO-SELTZER
 relieves HEADACHE,
 calms your NERVES

For frequent or persistent headaches see your doctor. For ordinary headache take Bromo-Seltzer.

**Save Time and Labor
 with MONTAMOWER**

**Mows and Trims Lawns
 in One Simple, Easy Operation**
 Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push. Just coil just 7½ pounds of live mechanism that first mows, then cuts the grass closely, smoothly and with no rattles. Cuts a 16' swath streaking no roller, no dande ons, spike grins and weeds, right up to walls, fences, trees or posts. Leaves no fringes to be trimmed by hand. Cutters are self sharpening. Built to last many years. Guaranteed. Thousands in use. Sold direct from factory. Costs little. Write for literature.

MONTAMOWER DISTRIBUTING CO.
 322 HOUSEMAN BLDG.
 GRAND RAPIDS MICH.

SPARTON



POPULAR MELODY, 16" WARNING SIGNALS

THE NEW YORKER: "Boys and Girls Together," like the motor bands at New York World's Fair of 1939

THE CALIFORNIAN: Bright and cheerful, plays the musical phrase "California, Here I Come."

And for 16 other 16" which each does more than 4 Sparton horns, whistles, and 16 other instruments. How Drs. I Am, the Bugle, Sweet Adeline, etc.

THE SPARKS-WORTHINGTON COMPANY
 HUNTER, NICHOLSON, PLANTING

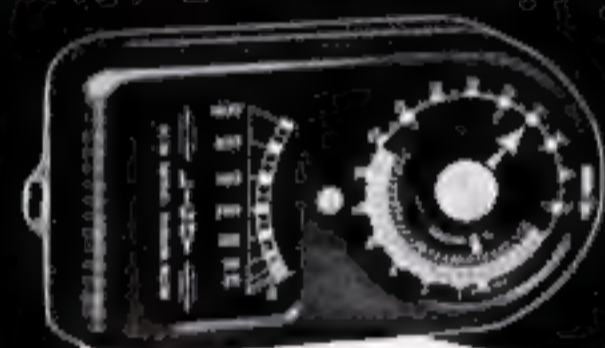
**BONDED
CARBONATION
MAKES IT A
MATCHLESS MIXER**



CLICQUOT CLUB SODA

IN FULL, 32-OUNCE QUARTS
AND SMALLER SIZES

for SERIOUS PHOTOGRAPHERS



THE NEW
**WESTON
Master**
...the ultimate in
exposure meters!

★ **BETTER PICTURES IN LOW LIGHT...**

The Master gives accurate, readable camera settings even in dimly lighted rooms... measures as low as 1/10th candle per sq. ft.

★ **BETTER PICTURES IN HIGH LIGHT...**

Perfect pictures on the beach, in snow, or elsewhere in extremely high brightness... for the Master measures up to 1600 candles per sq. ft.

★ **BETTER COLOR AND CINE PICTURES...**

New, limited viewing angle for outdoor work assures better color rendition, and more exact exposures for cine cameras.

★ **"HIGH LIGHT", "LOW LIGHT" SCALES...**

Separate, automatic scales for "high" and "low" brightness work. Each scale large and easy-to-read, without congested numbers.

See the Master at your dealer's, or return coupon immediately for complete information.

Weston Electrical Instrument Corporation
630 Frelinghuysen Ave., Newark, N. J.
Send literature on the new MASTER.

Name _____

Address _____

City _____ State _____



FIRE EATER

Sirs:

Here's an unusual picture of an amateur "fire eater" (above). He is Charles Ellison, night watchman in a Rossville, Ga., hosiery mill.

Filling his mouth with gasoline, he spurted it out, at the same time holding a lighted torch in front of his face. Camera shutter was snapped as the flame shot back to his lips.

ROBERT BROWN

Chattanooga, Tenn.

FIRE DIVER

Sirs:

This isn't flaming youth—just Huston Gimbert, a lifeguard at Virginia Beach, doing one of his stunts (below). The guards here do this sort of thing all the time for a series of weekly charity-benefit performances. Gimbert soaked his slacks in oil, set them afire and dived.

R. F. NELSON

Virginia Beach, Va.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. LIFE will not be responsible for safe handling of same either in its office or in transit. Payment will be made only on approval and publication. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

"...and confidentially
it doesn't stink"



at long last...

**WISK...the pleasant new way
to remove unwanted hair**

★

"Smelly" depilatories are definitely out. So are torturous waxes. For Wisk has been found—the astounding new "smell"-less way to get rid of unwanted hair on arms and legs. Wisk smooths away the hair at the skin surface... without "pull" or hurt... without porcupine after-growth... without offensive after-smell. Discover this pleasanter way to smooth-limbed beauty—today!

\$1.00 the tube—
at beauty shops only.
For supreme luxury, enjoy a Wisk
professional treatment at your fa-
vorite beauty shop.

Wisk

**COOL CREAM
HAIR REMOVER**



REMOVES HAIR

... doesn't hurt... doesn't pull



FOR YOUR BETTER HEARING



Western Electric HEARING AID
Ortho-technic Model

Made by Bell Telephone makers, the Western Electric Audiphone is based on advanced technique in hearing aid design. It should help you to hear distinctly in group conversations—at greater distances—in any position.

Your dealer will recommend the Audiphone that best meets your needs. There's a national network of service stations.

Accepted by American Medical Assn.

GRAYBAR ELECTRIC CO., Graybar Bldg., New York.
Please send details on Western Electric Audiphone (Ortho-technic Model) and name of nearest dealer. L1-47

Name _____
Address _____
City _____ State _____

PICTURES TO THE EDITORS

(continued)

SAD CASE OF "OLD SORRELL"

Sirs:

As a Southerner in exile up here, my attention has been called to an outrageous indignity to the memory of General Stonewall Jackson's celebrated charger, Old Sorrell. Some years after the War, when Old Sorrell died at the Old Soldiers' Home in Richmond, Va., his hide was preserved and placed upon exhibition there, where two generations of loyal citizens have revered it. It now appears, however, that the bones of this fine animal, which visitors to the Richmond Museum naturally supposed were inside his hide, have actually, for the last 36 years, been on public display at the Carnegie Museum in Pittsburgh. As a crowning insult to the memory of Old Sorrell, a cur-

ator of the Carnegie Museum, Dr. A. W. Henn, feels that Old Sorrell's skeleton is a nuisance to Pittsburgh. He says: "They've given the old battle flags back to the South. Why shouldn't we give them General Jackson's horse's skeleton?"

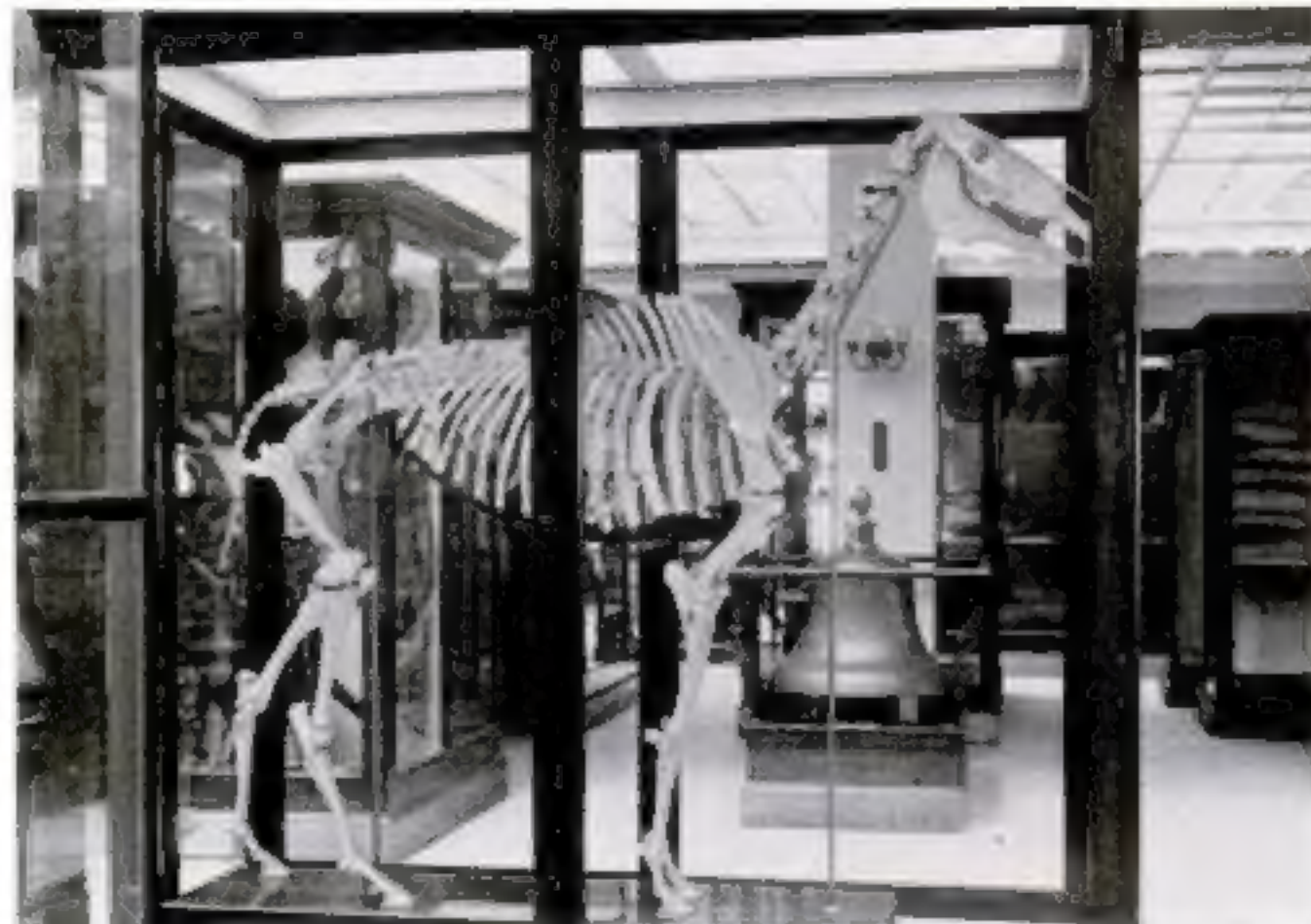
With this letter, I enclose pictures of Old Sorrell as he looked when living in honored retirement; and as he stands at present, shamefully boneless, in the Soldiers' Home. May I say that if Pittsburgh finds Old Sorrell's bones a nuisance, Richmond does not; and that unless the Carnegie Museum sees fit to send them there at once, there are still Southerners who will know how to deal with the situation.

THOMAS ST. GEORGE WALKER
Brooklyn, N.Y.

●LIFE heartily endorses Mr. Walker's proposal that Old Sorrell's bones be promptly reinstated in Old Sorrell. Is there among LIFE's readers a taxidermist who will volunteer to perform this operation?—ED.



OLD SORRELL RETIRED TO RICHMOND SOLDIERS' HOME AFTER WAR, DIED AT 32



SKELETON OF OLD SORRELL WAS PRESENTED TO PITTSBURGH MUSEUM IN 1903



WITHOUT BONES, OLD SORRELL STANDS GALLANTLY IN RICHMOND CASE

LIFE'S PICTURES



James Jarché, with whom LIFE goes calling this week on General Ironside at Gibraltar (pp. 62-64) was born in his father's photographic studio in London. When he left school his parents paid a fashionable Bond Street photographer \$150 to take him on as an apprentice, but he disliked it and was home with the \$150 intact that afternoon. In 1908 he won the world's Middleweight Wrestling Championship. He is also a crack golfer.

Jarché, who has long been one of London's best-known news photographers, uses nothing but a Leica. He is now writing a book for amateurs called *Photography Without Tears*. His last book, *People I Have Shot*, was an English best-seller.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—FRITS HENLE from B. S.
2—LE DONALD BIDDLE KEYS FOR WALTER WANDER PRODUCTIONS; ST. WANDER BROS. P. I.
3—NATORI from B. S.
4—TONI FRISSELL PHOTO © 1939, THE CONDÉ NAST PUBLICATIONS INC.—DEUT. MORGAN
5—ACME, CHIC FARMER FOR STORK CLUB—CHIC FARMER FOR STORK CLUB, 314 L. HILL'S STUDIO, N. Y. C., BERT MORGAN
7—ROTOPOTOS—ACME
11—A. P., NEW YORK DAILY NEWS PHOTO
12, 13—CARL M. MYDANS
14, 15—MARGARET BOHKE-WHITE
16—INT—U. ACME—INT.
17—A. P.
18—CARL M. MYDANS—HERBERT GEMM
19—CARL M. MYDANS
20, 21—INT.
22—Courtesy NORMAN LEE—map by MICHAEL PHILLIPS
23—Courtesy NORMAN LEE etc. 601, 71, A. P.
24—MORSE-FIX
27, 28—LONDON FILM PRODUCTIONS LTD.
30—LONDON FILM PRODUCTIONS LTD. etc. CARL A. I. FAIRBANK
31—LONDON FILM PRODUCTIONS LTD.
32—EISENSTADT-FIX etc. L. P. L. MAC DONOUGH
33, 34, 35, 36—FERNAND BOURGEOIS
37—EISENSTADT-FIX
38—DR. DONALD MENDEL
39—AMERICAN MUSEUM OF NATURAL HISTORY
40—RICHARDSON from THREE LIONS
42—ROBERT SCHROYER
43—HERBERT GEMM
45—MARGARET BOHKE-WHITE
46, 47—GORDON COSTER
48—GORDON COSTER etc. top (2) LESTER GRUNDY IN "DECORATING IS FUN" BY DOROTHY DRAPER, PUBLISHED BY DOUGLASS DORAN
49—GORDON COSTER etc. L. ROBERT M. SCHROYER
50—KARGER-FIX
51—HORACE BRISTOL—GORDON from B. S., MARTIN BARRER
52, 53—ELIOT KLINGFON
54, 55—KARGER-FIX
56—FRITS HENLE from B. S.
57—ARTHUR GRIFFIN
58—KARGER-FIX—KARGER-FIX—W. EUGENE SMITH from B. S. (2), MARTIN BARRER
59—KARGER-FIX—WALTER MAC DOUGALL, FRITS HENLE from B. S.
60—FRITS HENLE from B. S.
62, 63, 64—JARCHÉ from P. I.
65—T. P. I.

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; P. I., PICTURES INC.

HEADACHE Relief!
STANBACK acts fast!
Try it! 10¢ & 25¢ at drug stores.

STANBACK
STANBACK COMPANY • SALISBURY • NORTH CAROLINA



Good housekeepers approve:

We've had a big surprise —

Of course, we felt sure you'd like our fully-equipped *Registered Rest Rooms*, our signed pledges to keep them spic-and-span, our "White Patrol" inspection cars in every State.

But we weren't prepared for the avalanche of appreciation — the hundreds of letters you've written, the thousands of daily "Thank You's" at our stations.

Here is our answer. You will now find our clean, fully equipped *Registered Rest Rooms* at Texaco Dealers all over the United States—more of them every day. And we'll give you the best in gasoline, oil and service, too.

Look for the neat green-and-white signs that mark our *Registered Rest Rooms* at Texaco Dealers everywhere. We invite you to drive in.



TEXACO DEALERS

originators of REGISTERED REST ROOMS

SKY CHIEF sells for about half the price you paid in 1920 for the then regular gasoline, illustrating the continued success of the petroleum industry in providing the public with better products at lower prices.

Published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company . . . makers of Fire-Chief and SKY CHIEF Gasolines, Insulated Texaco Motor Oil, Insulated Havoline Motor Oil, Marjak and more than 350 Industrial Lubricants.

Texaco "White Patrol" inspection cars, like the one shown below, guard *Registered Rest Rooms*. Many inspectors have first-aid training and carry first-aid equipment.

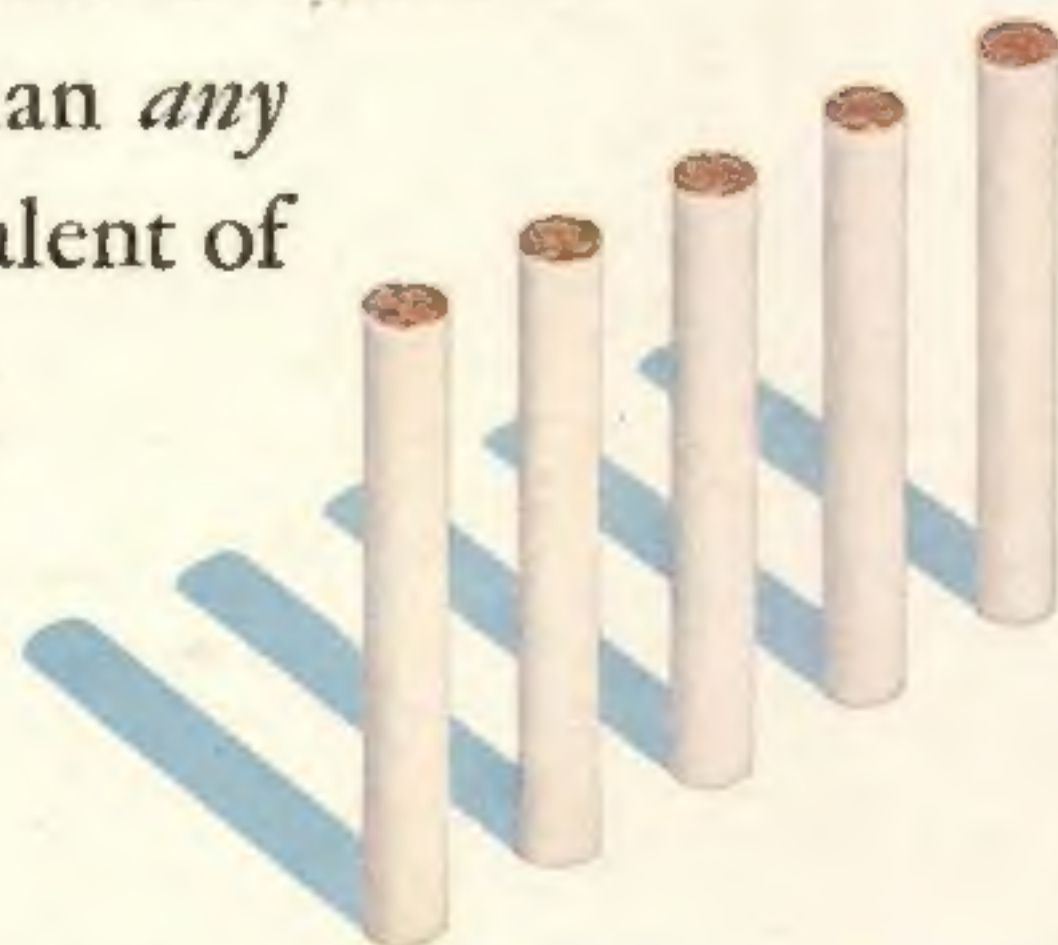


Copyright 1934, by The Texas Company

By burning 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower than any* of them—CAMELS give smokers the equivalent of **5 EXTRA SMOKES PER PACK!**



**SEEING
IS
BELIEVING!**



CAMEL'S *expensive tobaccos, so inexpensive to smoke*—is welcome news to millions who are keen for the smoking thrill of finer tobaccos! Naturally, a slower-burning cigarette, Camel, gives *more and better* smoking for the money. And now the impartial research of a leading laboratory proves that Camels burn *far* slower than the average of the 15 other of the largest-selling brands tested. Here are 3 cigarette facts as reported by this scientific group:

- ❶ Camels were found to contain **MORE TOBACCO BY WEIGHT** than the average for the 15 other of the largest-selling brands.
- ❷ **CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS!** By burning 25% slower, on the average, Camels give smokers the equivalent of **5 EXTRA SMOKES PER PACK!**
- ❸ In the same tests, **CAMELS HELD THEIR ASH FAR LONGER** than the average time for all the other brands.



A BATTERY OF "SMOKERS" used in the impartial laboratory tests to determine the actual burning time of 16 of the largest-selling brands of cigarettes. Highly trained scientists and special equipment assured scientifically accurate control in these tests. Camels (*shown here under test*) proved to be 25% slower-burning than the average of the 15 other brands tested, giving Camel smokers the equivalent of 5 extra smokes per pack!



**SMOKING
IS
BELIEVING!**

Right now—during the summer season of extra smoking—begin enjoying the cigarette of *extra smokes*! Everyone can afford the coolness, the true mildness, the ripe, delicate taste and fragrance of smoking pleasure at its best. Yes, enjoy *more* smoking for your money, and remember the added bonus of Camel's *costlier tobaccos*. Try Camels—America's favorite and *thrifتيest* way to true smoking enjoyment!



Copyright, 1939, R. J. REYNOLDS TOBACCO CO., Winston-Salem, North Carolina

THE CIGARETTE
OF
**COSTLIER
TOBACCOS**

*Penny for penny
your best
cigarette buy!*